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LETTERS THAT MAKE GOOD



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LETTERS THAT MAKE GOOD

A DESK BOOK FOR BUSINESS MEN

THIRD EDITION

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TO WHOM
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Edited by JONATHAN JOHN BUZZELL	

PREFACE TO THIRD EDITION

THE highest aim of any author should be to produce a work from which the reader will receive a maximum of benefit. And not only that, but his book should be so clearly written and so well arranged that the reader may accomplish this end with a minimum of time and effort. This applies especially to books intended for the present-day business man.

It is the belief of the Editors of this volume that every business man will be benefited by a careful reading of the entire work, but it has been so arranged that those desiring to find at once some specific information on any subject of especial interest shall be able to find such information without "wading through" material that has no bearing on that particular question. There is much that is general in letter writing; much that applies to every letter that is ever written. This volume is as a whole so fundamental and so basic that everyone who writes letters or manages a correspondence department will profit by reading it thoroughly.

John Ruskin has said that no book is serviceable until it has been read and re-read, and marked, so that you can refer to the passages you want in it, as a soldier can seize the weapon he needs in an armory, or the housewife bring the spice she needs from her store. On the other hand there are a multitude of specifically treated subjects that the busy man who is in search of some solution for his individual problems will want to have pointed out to him and placed where they will be quickly and easily accessible.

This has been kept first in mind in making the revisions for this third edition. The work as it stood in the first two editions has met with such universal approval that any changes except for help in reaching more quickly any special material wanted seemed

PREFACE

unnecessary. For this purpose the specimen letters have been classified and there has been added an exhaustive index that will enable the busy correspondent to find matter pertaining to any special condition which he has to meet in the handling of his daily correspondence or the writing of form sales letters.

It has been suggested that some illustrations be given showing just how this book may be utilized to the end of acquiring greater proficiency in the art of writing forceful business letters. By following the methods here outlined any one can quickly and readily develop a strong individual style and produce letters that will ring true with the personality of the writer and his business. It should be borne in mind, however, that great skill and power to execute important work cannot be derived off-hand from any book, or indeed from tuition of any kind. They must depend almost entirely on the individual's ability for serious thought and careful application. Anyone with a sincere desire to write strong sales letters can surely realize that desire by exercising a little patience and common sense in carrying out the instructions so plainly laid down in the illustrations to follow.

In order to become a master of any desired style or a style that is particularly adapted to any special line of business, it is recommended that out of the many examples given in this book some style be chosen—something that is pleasing to the writer if he is writing merely for practice, or adapted to the class with which he has to deal if he is writing actual sales letters. Then by exercise in re-writing according to examples here given it will be an easy matter to become in a short time a complete master of that distinctive style coveted by all forceful, result-getting letter writers.

It is not at all necessary that the letters used for practice should be in any way pertinent to the business about which the student wishes to write his letters. It would, as a rule, be wiser to take these examples from a line of an entirely foreign nature.

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In Example I is shown a composite letter which illustrates how the specimen letters in this book may be used for practice. Example II shows the same letter re-written. The student should himself again re-write it, working in his own ideas of appeal and the selling arguments of the article he chooses to write about, at the same time maintaining the same style and unity as in the original.

Example III shows a letter taken from page 221 of this book. Example IV shows this letter re-written, using the same method of presenting sales arguments and the same kind of appeal, but in an entirely different line of business.

By study of the letters in this book it will readily be seen how interest may be secured in your own proposition by the angle of the appeal, and how to bring out the selling points that will lead the prospect to act on your closing suggestion. Re-writing according to these examples will be found excellent practice. It will train the mind to think logically and consistently in connection with letters regarding any line of business and will make the task of real letter writing an easy one. This exercise will also furnish the inspiration for new ideas around which to construct your own sales letters. The large number of letters contained in this book and the great variety of styles embodied in them make it especially adapted to this purpose.—THE EDITORS.

NOTE—See Examples I, II, III, IV, on following pages.

EXAMPLE I

Composite letter made up from paragraphs indicated in margin. The letters from which this example is made up represent five different lines of business. In EXAMPLE II is shown how this letter may be re-written for practice in acquiring style.

Gentlemen:-

- age 97 ¶1 Let's get shoulder to shoulder and boost Spring and summer business.
- age 358 ¶10 We are helping hundreds of merchants in small towns to increase their silk business and we can do the same for you.
- age 349 ¶6 We make this easy for you by giving you as many booklets, like the enclosed, as you need to go round your list.
- age 349 ¶7 That will mean a lot of additional business for you.
- age 349 ¶8 Not only that, but it will make your store known as the * * * * * store of your community.
- age 280 ¶3 Laying aside all question of merit, of durability, of comeliness and of good value - all of which points you will readily accord to * * * * *, our hosiery in your windows or on your shelves is in itself an item of enormous advertising value. It has a certain fixed value as an advertising medium, just as tangible as the columns of your newspaper or the billboards you have to pay for.
- age 285 ¶5 We must be represented in your locality as soon as possible and would thank you for a line by return mail on the enclosed postal letting us know if you are interested. If you are, we will send you full details of the * * * * * agency plan, prices and prints showing our packages in their true colors, samples of the advertising that has been so successful for our agents, etc.
- age 421 ¶5 All that is required is to sign the attached card. Why not sign it - TO-DAY?

Yours very truly,

EXAMPLE II

This shows how EXAMPLE I may be re-written in a way to adapt it to any line of business. By practice in this way it will soon become easy to write the desired style.

Gentlemen:-

By getting together shoulder to shoulder we are helping merchants in other towns to boost their business - and we want to help you also.

We will furnish you free enough booklets like the enclosed to cover your entire list. By distributing these you can bring in a large amount of additional business.

And besides, it will advertise you and give your store the benefit of our wide reputation and our general advertising.

Leaving out all question of good value, excellence, stylishness and real worth - and you will grant that our goods possess all these qualities - there is an enormous advertising value in having our goods on your shelves and in your show windows. It is worth more than expensive newspaper and billboard advertising.

We'll do our share toward the boosting if you just fill out the enclosed card telling us how many booklets you can distribute and the form of imprint you want on them. And then we will give you the kind of service that will make it to your advantage to give us your business.

Once you are stocked with our line and the booklets distributed - with others to follow - you will find your business increasing just as we have increased it for other merchants - that, of course, means more money for you.

It is easier to fill out the card now than to put it away for two days and then hunt for it.

Yours very truly,

[x]

EXAMPLE III

This letter is taken from page 221. EXAMPLE IV shows this letter re-written, using the same appeal and the same style of argument.

Dear Sir:-

When the dealer sells a buggy he makes a profit. That's his prime idea in selling it. The more buggies he sells the more profit he makes. So it is his aim to sell a great many that his profits may increase

The conclusion of this little line of elementary reasoning is that the vehicle dealer must offer the kind of work that will sell readily and at reasonable prices.

That's what we are offering the trade for 1912. It's the kind which permits you to buy low and sell high, with a good long margin for yourself in between.

But the price is not the only virtue. It's the good, honestly made, well finished work - the kind that not only pleases the customer, but brings him back - and his neighbors, too.

Surely, Mr. -----, the line that perpetuates your trade and multiplies your profits while it does it, is worth getting acquainted with. The way is easy - the enclosed blank does the trick.

Yours truly,

EXAMPLE IV

This letter shows how to follow the style of the letter in EXAMPLE III in writing for some other line of business. It also illustrates how to get suggestions for opening paragraphs.

Dear Sir:-

When the dealer sells a shoe he makes a profit. That's his prime idea in selling it. The more shoes he sells the more profit he makes. So it is his aim to sell a great many that his profits may increase.

The conclusion of this little line of elementary reasoning is that the shoe dealer must offer the kind of shoes that will sell readily and at reasonable prices.

That's what we are offering the trade for 1915. It's the kind which permits you to buy low and sell high, with a good long margin for yourself in between.

But the price is not the only virtue. It's the good, honestly made, well finished work---the kind that not only pleases the customer, but brings him back---and his neighbors, too.

Surely, Mr. -----, the line that perpetuates your trade and multiplies your profits while it does it, is worth getting acquainted with. The way is easy---the enclosed order blank does the trick.

Yours truly,

This letter also suggests an opening something like this:

Quality of workmanship and materials put into a shoe have a bearing on the profit the dealer can make.

Or like this:

When you buy shoes do you look into every little detail of the making as carefully as you figure the percentage of profit you can make?

P R E F A C E

THE basis of all progress is a study of facts. The business man who seeks increased proficiency in letter writing wants to know what others have accomplished and how. For him has been compiled this book of letters and facts about letters that have taken part in the building up of strong business enterprises. The facts here set down represent the best products of some of the most competent men in the business world.

No claim to originality is made by the editors. The assistance of some of the foremost writers and authorities on business letters has been freely sought, and each one has made important contributions to the sum of what can be learned about writing and executing business-building letters.

Several recognized experts in business correspondence have contributed chapters on what their experience has taught to be the basic principles and underlying factors of the result-producing business letter. It cannot be claimed that letter writing in its average application has yet reached the exactness of a science, but the foundations of a science have been laid and the superstructure is fast being reared. These monographs should serve as an authentic guide not alone to the ambitious beginner, but to the experienced writer as well.

Many prominent business houses, large and small, national and local in their trade relations, have consented to tell what letters they have used, how they have used them, for what purpose, and with what results. Even a cursory examination of these letters cannot but help to stimulate the average business man to develop plans and prepare letters that will prove of similar value in his own business.

Much credit is due the Consulting Editors for their suggestions and efforts in securing valuable matter contained in this volume. Their sole aim has been to benefit business correspondence as a whole by helping to place it on a more efficient basis.

THE
PRINCIPLES
OF LETTER WRITING

PART I

THE PRINCIPLES OF LETTER WRITING

TO WHOM IT MAY COME



Gen. W. Poole

Form Letter Specialist and Ad-
vertising Counselor; Treasurer,
American Business Book Company.

INTRODUCTION

BY GEORGE WILLIAM POOLE

THE important place held by the letter in direct advertising makes it a subject worthy of the most serious investigation and thoughtful study. It occupies an essential position in the promotion of practically every business enterprise at every stage of its growth and expansion. Probably no one other form of advertising is so generally used by all classes of business, large and small. Its value is well recognized. Its future is assured. It is vested with certain privileges and bounded by certain limitations. The only indictments that can be brought against it are the same that can be brought against any form of advertising. There is much more or less facetious talk about the relationship of the form letter to the waste basket, that kindly receptacle of all, written or printed, that is worthless or impertinent. There is little question that, dollar for dollar, there is far more other advertising than of form letters flung directly into the waste basket without a reading.

Until within a comparatively few years less serious attention has been paid to the writing of copy for form letters than to the writing of advertising copy of other kinds. It admits of no illustrations and no display; in no other copy is genuine human touch so necessary, or so hard to get. Many form-letter campaigns have turned out to be failures; but so also have almost countless newspaper and magazine campaigns. In either case the fault has been, not with the medium, but with the way in which that medium was used. It has been because the campaigns have been lacking in some essential features or details, the greater part of which those who have specialized along advertising lines have now become able to place on a more nearly

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scientific basis. Many features of advertising campaigns that once were considered as a gamble, pure and simple, are now matters of ascertained knowledge among advertisers. Such knowledge has come as the result of experience and investigation. Among progressive business men there is going on an everlasting digging for those facts that are based upon the laws of cause and effect. No one man has in his possession all the facts concerning the writing of form letters, and no several men have yet reached the end of what is to be learned. In fact, education along this line is in its infancy. Little by little, nourished by the interchange of ideas between those who themselves make careful deductions from their own experiences, it will grow to maturity, but not within the time of any one taking a part in compiling this book. It is, accordingly, the purpose of this work to set down the facts that have been gleaned from the experiences of some of the largest and most important concerns, as well as those of some houses operating on a smaller scale.

That information regarding the subject of business letters has been less in evidence than regarding almost any other phase of advertising is due, primarily, to the fact that it has been far more difficult to obtain than any other. The average business man is more secretive regarding his letters than of his other advertising methods. Letters are not publicly displayed and distributed, but are circulated within the confines of a carefully guarded mailing list, which in most cases contains few, if any, who are interested in the method by which the business is conducted. Great diffidence in displaying their form letters has been shown by many big advertisers who do not hesitate to commit themselves on other advertising matters. There has been a noticeable lack of confidence and fear of criticism.

That there is a genuine get-together spirit now prevalent among business and advertising men has been fully demonstrated by the hearty response that has been given to requests for material

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for this book. Letters that have brought many millions of dollars in business are here given publication, for the benefit of all who will study them carefully and constructively. It is noticeable, in reviewing these letters, that judicious planning and straightforward, human-interest facts have a far more important part in the construction of form letters that actually have made good than the aptitude for the adroit use of language, or the ability to "wield a facile pen."

The form letter is the most difficult to write of all advertising copy. It is far more difficult than the single letter to an individual. The letter must be written to a composite person, of whom the several parts are common to all of the class addressed. Great pains must be taken not to insert any statement or argument that will offend or fail of response, as every useless word or sentence is an encumbrance that lessens the chances of driving home the argument in a way that will tell in results. This suggests the advantage of selecting and classifying your mailing list with greatest possible care. It means a close study of conditions, of needs, of human nature. The better the classification of the mailing lists the easier it will become to write form letters that will bring a large percentage of results. Of nothing does it seem more true that "what is worth doing at all is worth doing well" than of the planning and writing of form letters; and in no other phase of business promotion is that adage more flagrantly disregarded.

It is my belief that the average form letter can be made to accomplish from two to four times as much as it now does. That it is possible to lay down any specific code of rules whereby this may be accomplished is not to be advocated. It is a problem to be worked out by each individual for himself, and can be accomplished only by exerting his best energies in the proper research and investigation. The study of the elimination of the useless and the acquisition of the elements that make for

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clearness and force has not received from the practical business man the attention which it deserves, because he has found it difficult to obtain dependable information outside his own personal experience. The average sales letter is the result of impulse rather than of careful planning. It is true that some business houses have succeeded in collecting a mass of facts, and in establishing standards for their letters, but they are the exceptions.

Writing a form letter does not begin with the writing at all. The perfect letter, if there is such a thing, like every other perfect piece of work, must be the result of a perfect plan. Much knowledge of merchandising, of human needs and human nature, must be had in order to provide a basis upon which a letter to produce the greatest possible results should be founded. A thorough conception of just the position one's business fills in the economy of the people must be the starting point of the successful sales letter. The power of reasoning and the faculty for analysis must be brought into full play.

It is no small task—this planning and writing a form letter. The appeal must be deep. It must reach the very ground upon which the reader stands, and the facts must be such as will admit of no contradiction *as he sees them*. Show *him*. Action can best be obtained by the statement of facts that appeal to *his* reasoning processes. But how can you state *facts* until you first find them out for yourself? After the facts—all the facts—have been obtained, then there must be a logical arrangement of these facts. There should be maneuvering and marshaling until an irresistible phalanx is formed before the attack is made. Next the enemy's camp must be considered. What is his viewpoint? How can I present my facts so that they will have that element of human interest which will touch a responsive chord in the reader's mind? The difference between letters that will get business from a business man in a metropolis and those that will get business from the leisurely minded rural prospect lies not so

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much in length, as some suppose, as in style. The language must be pleasing, without evidence of straining to make it so. It is a courtesy due the reader from the writer, and will be appreciated—other things being equal—in dollars and cents. The basic foundation of the argument is the individual writer's conception of the business he is writing about and the place it fills in the needs of the class he is addressing. Do not use argument for argument's sake. Make your letter stand out with force of personality—a personality that is pleasing, sincere, logical, and convincing.

All these preliminary steps will serve to fill the writer with confidence and conviction that will not fail to have a telling effect in net results of the letter itself. Find the point of contact between your proposition and your reader, get into his confidence by giving a legitimate reason for writing him; and then, if you have become sufficiently saturated with all the facts in the case and enthused by the genuineness of the proposition you are to make—writing the letter will be as easy as talking to a friend. Of course there must be logical sequence and proper arrangement of facts in each individual letter, and each letter should be written with due consideration as a unit in the series. It is quite as essential, in a series of follow-up letters, to arrange the facts and arguments to be emphasized in each letter according to some definite plan as it is in each individual letter. The final letters in a series should bear the same relation to the series as the final paragraphs do to the single letter—that is, use the strongest and most convincing arguments last. Say just the right thing, and just enough to give your prospect what facts he can readily take care of without confusion. Be careful not to crowd in “just one more” unless there be ample room for it, and remember that the closing paragraph or sentence should suggest action, or at least be strong enough to clinch the nail and make your

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point. The too abrupt ending should be carefully avoided. Give it a natural swing—an individuality that will grip.

The dress of the letter—the stationery, the letter heading, the typewriting, the spacing, the margins, etc., all have an important bearing on its success as a business getter. A poorly “processed” form letter is less effective than a printed circular. If it be “filled in” it should match the body of the letter perfectly, otherwise it is better not to attempt it. That business man who pays considerable attention to looks in his form letters will be found, in the long run, to be far more successful than one who neglects appearance in even a small degree. There is a distinct selling value in appearance, and the mechanical make-up of the business letter should always be in keeping with the best standards.

It has been the task of the editors of this volume to gather such information as is possible to obtain, and to present it in a form that will make it readily accessible to the business man working at the high speed required by present-day conditions. The constructive thinking necessary to derive the most benefit from these letters comes as a force of habit to all practical business men, and care has been taken to make clear the essentials upon which judgment must be based. It is first necessary to know what constitutes valuable knowledge on this subject, and that must be determined by men who by their wide practical experience are competent to determine.

The writer has for more than eighteen years made a special study of form letters, and has taken active part in hundreds of mail campaigns. The knowledge thus gained has been supplemented by that of a number of recognized leaders in advertising work. The essential divisions of the subject were thus determined, and writers qualified to cover these various phases of letter writing in an effectual manner were chosen.

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It is our belief that the subjects and the writers of the seven monographs which follow will appeal to the judgment of every man interested in knowing more about this powerful factor in the promotion of modern business.



Carroll Westall

THE PLAN

By CARROLL WESTALL

Who has not heard that picturesque exclamation, "It beats the Dutch!" Analyzed, it's the unconscious tribute to the qualities which have made the enterprising Germans our most dangerous competitors in the battle for foreign trade—Teutonic thoroughness, the unlimited capacity for digging down to the roots of things. This faculty the following article has also. With the gusto of an engineer attacking a new and complicated construction problem, yet in an off-hand, readable style, Mr. Westall holds up for your inspection a letter plan. He takes it apart—shows how it works—puts it skilfully together again—then tells you in breezy, man-to-man, practical fashion how to plan your own letters in the same effective way. We urge you to read this article in its proper order. It's logically the first—and moreover an excellent "curtain raiser" for the other chapters that follow.—NOTE BY THE EDITORS.

WHO "plans" form letters? Not the average business man. He is "too busy." So far from saving his time, the apparent effect of the invention of typewriter, telephone, loose leaf and card systems, and other modern time savers has been merely to "speed him up." Like a squirrel in its revolving cage, he is apt to be too preoccupied with "going through the motions" to realize whether he is actually getting anywhere or not.

Plan form letters? Not he! Let someone else do it. And so—as usual—what is anybody's job ends in being nobody's job. The form-letter task goes vainly "down the line" repulsed by everybody till it finally reaches the clerk, who being the "lowest in succession" can't dodge. But he is too buried in detail to have any breadth of view. *He* can't plan; he can only execute.

Most form letters show the result of this treatment. They are outcasts. No parents. No brothers or sisters. Just accidents! They start from nowhere—they twist and they turn—and they get nowhere—unless you call the waste basket somewhere. They remind you of the new house that a friend

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of yours has built. He proudly ushers you through it. You notice that the parlor opens directly into the kitchen. You notice other things, but you *say* nothing. Finally he bursts out triumphantly with "I planned this house and saved the architect's fee." You murmur the customary compliments; you think "it certainly looks it." And you mentally decide that when *you* build you'll have an architect.

Business men are coming to realize that form letters without a plan are like a building without an architect. Form letters are written to get business. Not *some* business, but the *most* business possible. And just as the high-priced salesman would never think of calling on an important "prospect" without first carefully planning and preparing for the interview, so the man who would have his form letters *sales* letters must *plan*—broadly, thoroughly, comprehensively, before he even touches pencil to paper or whispers into the phonograph.

Why are not all form letters so planned? Frankly—because it means *work*. There's no dodging that fact. And work—especially along new or different lines—is never popular. You see the brain dislikes entering upon a new field—it prefers a rut. You have to fight it—hold it down—keep it in the new path. After a while it gives up resisting and presently you discover that that which has previously been difficult has become relatively easy. You have gained a tool with a keen edge and you delight in a new sense of mastery.

But in the first place one is confronted by that mental sluggishness of which we are all more or less possessed—that disinclination to grapple with a problem with the full force of the mind. How are we to overcome this tendency? First, by ridding one's mind of the nervous sense of haste. Resolve to take enough time to see the thing through. Get some good sized sheets of paper and some well-sharpened pencils. Select a corner where you won't be disturbed.

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Now let's start at the very beginning. Then we'll feel sure we're building on bed rock. Imagine you are a total stranger—a keen, experienced salesman, say—entering your office for the first time. Forget for a while your experience. Lay aside your usual point of view; look at your problem with new eyes. (Yes, I know it's difficult, but it can be done.) Take nothing for granted. Get yourself "in a corner" and ask yourself questions, writing the answers down on paper.

"How can I develop a plan? By thoroughly analyzing my business. What is thorough analysis? Digging down to the roots of things. What's the root of all business? Supplying human needs. What are the fundamental needs? Food, shelter, clothing. What are the businesses called that supply* these fundamental needs? Staple lines. Is my business a staple line?"—and so on.

And here I must offer a warning. Be sure that you ask yourself *but one question at a time* and that your answer is correct. Make each joint true as you go along, or your whole structure may fall. You see, analysis is not at bottom so complex as it may seem. It is merely the comparison of one thing with another. You're reasonably safe as long as you don't try to crowd too many things into the mind at once. In which case you may find yourself in the same fix as a sensational clergyman who asserted that "premature gray hair is an indication of fast living." Analyzed, his reasoning evidently was:

"Fast" living depletes the energy.

Gray hair is said to indicate depleted energy.

Therefore all people with prematurely gray hair have lived fast."

His error lay in trying to hold more than *two* "propositions" in the mind at once. Had he divided all hair into "gray" and "not gray," all people into "fast" and "not fast," and all depleted energy into "resulting from fast living" and "not resulting from fast living" he would have quickly realized that in order to prove

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that all people with prematurely gray hair had lived "fast" he would also have to prove that *all* depleted energy is the result of "fast" living—a claim too absurd to pass muster. He had put some of his parishioners in the wrong pew; we must be careful not to make a similar mistake in our classification.

Following this plan of not holding more than two facts in the mind at once, we continue with our analysis. Business comes from two sources—old customers; new customers. Financially, old customers are of two kinds—those buying up to their limit; those whose purchases can be increased. From the "good will" standpoint, you have satisfied customers of your house *plus* dissatisfied customers of competitors; just as your competitors have dissatisfied customers of yours and satisfied customers of their own. Prospective new customers are also of two classes—those now buying of competitors; those not buying at all.

Now we are getting down to brass tacks. We find that new business is the result of "demand," and that demand is either already developed or to be developed; and that demand involves a supply. (Note here that by working upward from the basic human needs to demand, we approach the form-letter problem from the correct side—that of the buyer—and thus avoid the mistake of the average business man, who, approaching the question from the manufacturing or selling end, fails to get the buyer's viewpoint.)

To this demand and our supply we now add a third factor—the "medium" by which demand and supply, or market and product—are brought together. This is accomplished by the sales campaign, and we must first find out what place in the sales campaign should properly be assigned to our form letters.

Here we are face to face with some nice questions of policy. Shall we need one letter—or series? General letters—or specific? To go to jobbers, dealers, or consumers? To a number of classes of buyers—or to one class only? To women—or men?

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Letter to carry the whole message—or short “letter of transmittal” with other printed matter? To boost the general line—or to focus on a single proposition? For general welfare—or for sales? And so on.

Along with these questions we must also consider the facts developed by our analysis of the product itself, involving such questions as: Permanent, all-the-year-round—or seasonable? Necessity—or luxury? Quality high—or low priced? Only one of kind—or competitive products? Many talking points—or few only? One leading quality or “hook”—or several, of about equal importance?

There! We have the foundation facts for our plan, and can lean back in our chairs and rest for a moment. And while we are resting, let’s glance back over our course. What did we do?

We analyzed first the basic needs of business generally, then the relation of our line to general business. Next we considered the necessities of the sales situation growing out of that relationship, and finally the conditions as met by the particular product we wish to push. In other words, we discovered that “a plan” meant analysis; that analysis is the comparison of two things and from them creating a third; that the fundamental factors are the buyer and product; that from a consideration of these two—the “demands” of one, the “talking points” of the other—result the sales campaign and the sales letter.

Now we can safely go ahead and lay out our letter or series of form letters. We have the data for a successful consideration of the *purpose* and *keynote* of these letters. We have charted the harbor, set our course and can now hoist sail and away. No doubt it has seemed a long process to you. But the longest way round is frequently the shortest way home—“home” being of course the plan that produces the most efficient letters. And

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if the work has been done thoroughly, part of it will serve as the basis for a future plan on other lines or products in your business—or at least will so develop your power of analysis as to make the next similar problem much easier and quicker to solve.

Bear in mind that I have not furnished you with an exact chart of *your* harbor; I have merely indicated the necessity for such a chart so that you may avoid the rocks, and have suggested how such a chart may be made.

In a nutshell: Find the facts; find *all* the facts; be sure you have them *straight*; find out where they lead to. Then build your letters on your conclusions.



J. Roland Hall

THE DATA

By S. ROLAND HALL

The basis of successful teaching—what is it but the collection of adequate acts and their arrangement and presentation in orderly, logical fashion? Mr. Hall's success in treating this important and too frequently slighted division of good letter-writing principles in part explains his success in the larger field of mail instruction. In a simple, unassuming, conversational style that "gets under your guard"—a style, by the way, which is characteristic of all his writing, and which is part of the man himself—he plants some fundamental ideas as to correct fact-collection and arrangement, to later bring forth a good crop in your own work, if you follow him closely. This article will no doubt be read by his own correspondence pupils as well as by those maturer students of advanced business methods who have inspired this volume—and to equal advantage by both classes.—NOTE BY THE EDITORS.

AN acquaintance, regarded generally as one of the most efficient letter writers of America, was asked what he would charge for preparing six letters to be used in exploiting certain real estate. His reply was that he could not conscientiously charge anything, because he did not know anything about the property; and he could not write effective letters about something he knew nothing about. It evidently had not occurred to the inquirer that it would be necessary to furnish this letter writer a great deal of information about the property, and that it would be necessary to classify and absorb that information before real sales letters could be prepared. He probably had the idea, that unfortunately so many people have, about letter writing and advertising—that the clever writer can, without data of any consequence, lean back in his chair, close his eyes, and out of the air pluck details and arguments that will induce people to part with their money.

The fallacious idea about the clever writer's ability to write without data is responsible for a great deal of poor work. The

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truth is, of course, that one who is skilful in expression can reel off a letter that is gracefully phrased, and that often calls forth favorable comment. The expert letter writer knows many tricks of the trade: interesting opening, adroit argument and effective closing. But after that, what? A compliment on the letter? That is not what we want as the result from a sales letter; and it is the sales letter that we most often refer to when we talk about "letters that make good."

We are wiser than we can explain. That is, we have a sense that we cannot well describe. That instinctive sense enables us often to read between the lines of mere skilful expression, and perceive that the writer does not really know whereof he writes. That instinctive sense, on the other hand, often enables us to see in a crude letter the real information and the confidence of the writer, and makes us believe the message, though it may not be expressed so gracefully as a more skilled writer would express it. A letter from a farmer, about a lot of pickles that he put up himself, is before me. It has none of the tricks of the professional letter writer, but it tells about the pickles, the care with which the farmer grew them and with which he put them up, how good they are, what the price is, and when he is going to be around delivering. And his letter makes me pickle hungry.

A sales letter is an advertisement—an advertisement in letter form. We put many of our advertisements into that form, because we know that people are habituated to read, with more or less care, everything that comes to them in the shape of letters. The letter goes out with the guarantee of a great government for its delivery. Its "circulation" is assured. It is read by itself, to the exclusion of other things. It is not "blanketed" by other advertisements surrounding it that draw off the easily diverted attention. Consequently, the letter is a great advertising medium. But the letter is, nevertheless, an

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advertisement—a good advertisement, a mediocre advertisement, or a poor advertisement, according to whether we have wrought well or ill in our writing of it. And though we think most often of sales letters, when we talk about business letters, let us not forget that the mere acknowledgment, the answer to a complaint, and all the other forms of letters, also have advertising value.

Now, we teach that the effective advertisement must have real data behind it if it is to have a positive selling force, and as the same thing is true of the letter, it follows that we must search for data for our letters, just as we would for data for other kinds of advertisements. If we do not, then our letters are likely to become “as sounding brass or a tinkling cymbal.”

A writer of business letters should not flatter himself that the finding of nuggets of real information is an easy task. Sometimes it is only after the most painstaking inquiry and study that what we are looking for comes to light. The letter writer should regard himself as being in the position of a reporter, or a lawyer. He must be a living interrogation point. He can get much by searching libraries and printed matter generally. He can also get a great deal by the use of his feet and his eyes in another way.

There are some things that one cannot do justice to without actually seeing them. There is a confidence, an enthusiasm, an ability to describe graphically, that come only through having seen with one's own eyes that which is to be advertised. If I were going to advertise a colony of small farms, I would no more think of trying to write letters about those farms without first going and seeing the property with my own eyes than I would write love letters to a woman whom I had never met. Imagination is a great creator, and those who have the gift of imagination, in large measure, can do wonderful things, sometimes without much fact with which to feed the fire; but that sixth sense is likely to see through the purely imaginative work.

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Wholly imaginative work, and work based on second-hand information must, in business, be inferior to writing based on first-hand data.

A buyer for a large department store was once found by an acquaintance calmly tearing a shoe apart with a pair of pincers. He explained that certain statements had been made about the workmanship and material of the shoe, and he was tearing it up to satisfy himself that the statements were true.

So, then, we have the principle that in searching for data for efficient letters we should, if possible, go and see the things we are to write about, or have them brought to us, and maybe tear something apart. Maybe tasting, hearing, or feeling, is important. I am sure I wrote much better matter about the fig-growing business of California by having specimens of those figs on my desk and by having tasted them.

And then we must ask questions. It is hard to beat the question method. It is one of the oddest things in the business, but true, that the most important kind of information will often remain hidden until it is brought to the surface by a question. A dentist once had an article that he wanted to sell to other dentists. His argument for it seemed good, but something was lacking. Finally, he was asked in what way competitive goods failed to do their work perfectly, if his did that particular work perfectly, and why it did it. Out it came—the real kernel of the nut; but in some way he had missed it up to the questioning.

Once in my own experience I found it necessary to have very full answers furnished to thirty-five or forty questions, and to have specimens of dozens of letters written by a client before I could undertake to suggest improvements in his letter-soliciting plans.

Finally, the people to whom the letter is to be written must be studied, and data collected from them. For, of course, there

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is a buying point of view, as well as a selling point of view, and the data drawn from seeing and studying the thing to be sold must be adapted to the needs, sentiments, manner of reasoning, etc., of the people to whom the letter is to be written. One cannot hope to write letters about vacuum cleaners that will lead women to buy such an article unless a study from the woman's point of view is made. You cannot hope to write the farmer an effective letter about a gas engine, or a sulky plow, until you have secured data about the way a gas engine or a sulky plow fits into a farmer's life.

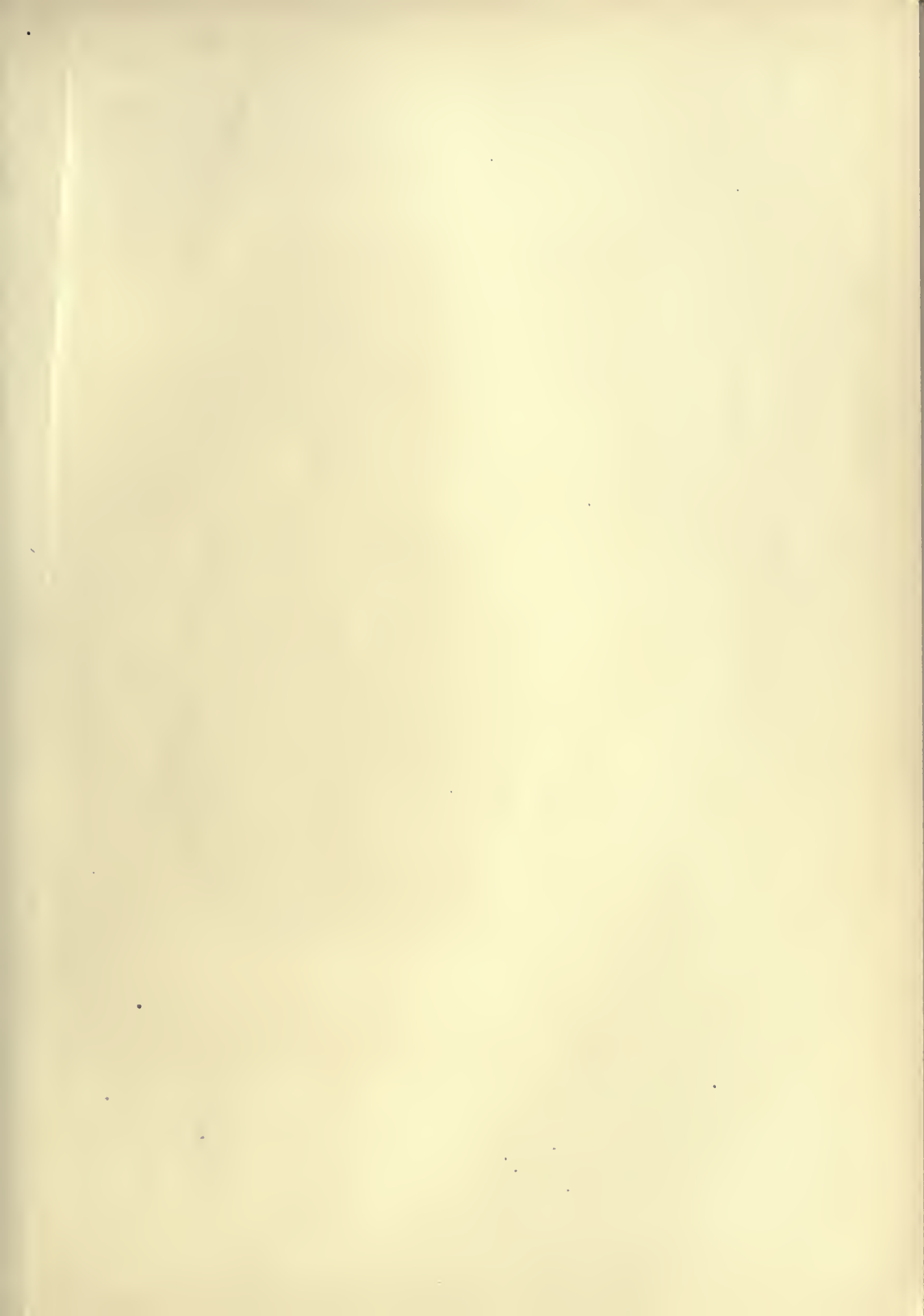
I recall that I once had the job of selling a city lot situated on a sloping block at the top of a hill. I put in considerable time gathering and assembling my data. Against the objection that the lot was at the top of the hill, and that the purchaser would not have so easy a walk as if he bought a lot on the level, was the fact that the views were fine and could never be cut off. Against the objection that the rear sloped rapidly down to the valley were the arguments that, (1) the lot was lower priced than one entirely level, (2) that a terraced backyard was more artistic than a level one, (3) that a stable, garage, or any other outbuilding that might be desired in the rear, would be down below the dwelling, and isolated, and would not shut off the view. Against the objection that a fire house was soon to go on the corner was the argument that it was to be a small fire house, that firemen were orderly and their presence really constituted extra police protection. For every objection, logical argument was studied out; and much good argument was found to which there were no objections. It was then no trouble to write letters about that lot. There was plenty of data, and the job was merely one of selection.

I have demonstrated, to my own satisfaction at least, that no form letter addressed to a fairly intelligent class of people needs to have names and addresses "filled in." The conclusion

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has been forced on me, by a number of experiments, that after all, what counts is the information in the letter—the data. Based on strong data, your form letter does not need a name and address filled in. Lacking that, all the skilful “filling in” you can do won’t save the day.

The classifying of data is in itself a task for the master hand. But the general principles are: In the first division, put the data most likely to compel interest; reject the points of such little strength that they may impair the strength of better ones; keep back, until near the end of the argument, data that is likely to repel if introduced near the beginning (such things as high prices, etc.); reserve some strong point for the close.





George W. Coleman

Director of Publicity, W. H. McElwain Company, Boston; Ex-President, Associated Advertising Clubs of America; Ex-President, Pilgrim Publicity Association of New England; Director and Chairman, Ford Hall Meetings; President, Sagamore Sociological Conference.

THE MESSAGE

By GEORGE W. COLEMAN

It's a mighty hard job to pry out your own viewpoint and replace it with the viewpoint of the other fellow. In spite of the difficulty of it, the man who writes letters that bring a large volume of business knows it must be done. Nobody better understands this, or knows how to do it better, than Mr. Coleman. Because he sees things in a broad way he is able to do things in a broad way. That's why he is a successful leader of movements which have the force of massed opinion behind them. Mr. Coleman shows us how to get outside of ourselves by concentrating on the facts and the way to use them. His article is well thought out—it's clear—it's helpful. That's the Coleman way—and it's the way to get the message "across."—NOTE BY THE EDITORS.

A LETTER without facts is like a body without bones; it won't get anywhere. The facts in the case are good enough for any letter, much better than the most radiant moonshine and much harder to get. First get the facts. Then get all the facts. And finally make sure that they are facts. Don't guess, don't imagine, don't infer; just dig, dig, dig for the facts! There is nothing so interesting in the world as facts.

But don't tell all you know at any one time. If you know a whole lot more than you tell, your very expressions will carry with them a sense of knowledge held in reserve that inspires confidence and trust. You write with an authority that is instinctively recognized when you are able to pick and choose among a wide range of facts.

Having all your facts before you, it is a great study to know which ones to employ and in what order they should be marshaled. Now here is the place where you *must* imagine, guess, and infer unless you have an intuition that leads you unerringly to the mark. You may have an exact knowledge of your own proposition, but you can be only more or less acquainted with

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human nature. This is where that wonderful force called personality comes strongly into play. It is at this point that what you are counts for more than what you know. And if you can combine a full knowledge with an effective personality nothing can stop you from writing letters that will do the business.

Your personal gifts, your experience of life, your innate understanding will determine your arrangement of the facts, the aim being to arouse in the reader of the letter an interest that develops into desire and culminates in decision. There is no rule of thumb by which this may be accomplished. The man who can do it can do it in more ways than one. The man who can't do it can't do it anyway, no matter how much you show him. But you will not know whether you are the man who can or the man who can't until you work it out for all you are worth. And your very labor may give birth to an unsuspected letter-writing talent. It is not always the most likely man who succeeds best, but generally the one who works the hardest. This is as true of professional letter writing as of anything else. If you have a knack for letter writing you are at a disadvantage with the man who has got to work for it, because if he keeps at it he will outstrip you in the long run. While you are wearing out your knack he will be building up a substantial ability that will stand the severest tests.

The man who has some gift of expression is more in danger of turning on radiant moonshine, while the man who has to dig to find out what would best be said is more likely to unearth some hidden or unobserved but powerfully interesting fact. The temptation is to think you know all the facts. This is where the value of an analytical habit of mind comes in. It enables you to see a thing all broken to pieces while it still stands before your physical vision as a complete whole. It is a universal instinct of the human mind to like to see a thing taken to pieces. Like the child, we want to know what it is made of.

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A power for mental dissection reveals treasure facts that for letter-writing purposes far outweigh the value of the most felicitous phrasings. This applies just as truly to the analysis of an idea as to the dissection of an article of merchandise.

When you have mastered the facts of the case, then you might give your attention to the importance attaching to the point of view. The keenest facts do not make an effective appeal to the mind unless they can easily and naturally be applied to something in which one is already interested or about which one already has some knowledge. Of what use is it for you to try to interest me in the purchase of an automobile by telling me the vital facts about cylinders, tires, engines, coolers, and the like when all your talk is pretty much like Greek to me? If I already have a machine and you are trying to sell me a better one, doubtless that might do, for I would be supposed to know something about those things.

No, you are approaching me from the wrong point of view. What you must do is to show me how a busy man with no time for additional pleasures, and not inclined to extravagant show, can use a machine to increase his efficiency, save his time, promote the health of his family, entertain his friends, and serve the sick and the poor. I am already interested in such matters, and if an automobile has any application to such things, then your facts along that line will interest me at once. Later you can tell me all about the mechanism.

In other words, after you have acquired a great range of facts from your own point of view you must turn right around, if need be, and do your best to see them from the point of view of the man whom you are seeking to impress. You will find the same facts taking on entirely new colorings. It is up to you to pick and choose those that will relate themselves to the other man's present knowledge and feelings. You have got to start in at the place where you find him, else you will never

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get the chance to pull him along to the place where you want him to go. Your minds must meet, as the lawyers would say, on some common ground before you can expect him to follow your reasoning to some conclusion as yet new to him. A point of contact must be established, and that you can discover only by taking the right point of view.

Now we are ready to employ this talent for expression, this requisite which comes last and is generally put first, and sometimes both first and last, in letter construction work. Having absorbed the facts, gained the point of view and selected your approach, you are ready for the element that might be called "human interest," for the lack of a better designation. It is to the letter what personal appearance and manners are to the salesman.

First of all, your language must be clear and unmistakable. No involved statements or ambiguous expressions can be tolerated. And whatever style of phraseology is best suited to the letter in hand, let that style prevail throughout. To introduce flippancy into a dignified communication or to employ a stilted expression in the midst of a flow of colloquial language is very much like presenting a personal appearance in overalls and a dinner coat. For whatever style you elect to use, see that it is shot through and through with the human-interest element. This is where the gift of expression plays an important part. Entirely independent of your facts, and without relation to your argument, see to it that your modes of expression vibrate with human interest. Better almost than any one else I know, Thomas W. Lawson of Boston has the gift of injecting a lively human interest into his phrases. But you would fail disastrously were you to try to copy his way. It must be your own human interest that you pump into your writing.

And this brings me to the last point that I want to make. Everything that you do and think goes to make up your char-

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acter upon which you must draw when you are seeking to give a human interest to your expressions. Therefore the larger the life you live, the wider the range of your reading, the deeper your moods of contemplation, the more numerous your friends and acquaintances, the more vital contacts you have with life, the larger will be the reservoir of human interest upon which you may draw when you are seeking to persuade others to do what you want them to do.

To shape your message well, then, get the facts, find the point of view, select your approach, and salt and pepper with human interest to suit the occasion.



George French

Author of "Art and Science of Advertising,"
"Printing in Relation to Graphic Art,"
"About Book Making," "Aspects of Advertising," etc. Formerly Editor of "Profitable Advertising," "Advertising & Selling,"
"Newspaperdom."

THE STYLE

By GEORGE FRENCH

An agreeable personality casts a delightful spell over all who come within its influence. It softens the "crust" of the most unapproachable business man—softens it as probably nothing else does. In the hands of a salesman it is a tremendous force. Mr. French tells how to work that personality into the "style" of your business letters—tells what it will do for them, and why. Mr. French is an enthusiastic student of style and lays down some fundamental and practical rules for the development of a result-getting style—a mastery of words that will carry your message straight to the bull's eye. These are the very rules which he himself has followed in developing his own style. This article is something to read carefully, to think about, to remember. Something to take into your own business for profit.—NOTE BY THE EDITORS.

WHEN I am to meet a man who has it in his power to do me a favor or give me some business, I take the precaution when I dress to don a freshly pressed suit of clothes, select my most becoming shirt and cravat, get shaved and manicured, have my shoes polished, and wear my most agreeable countenance. When I meet this man I do my best to make a good impression on him. I try to remember all I know about him, and I study him, and try to get leads from him all the while I am shaking his hand and asking about his wife and children. I endeavor to throw around him an aura of agreeable impressions. I try to lead him gently up to the business in hand, along a pathway that will fill his sub-conscious mind with pleasant feelings, and gently incline him in the direction of mercy for me and my quest. I conduct all the talk in a direction that I believe will agreeably interest him, and when we come to the hard knocks of the core of the business proposition in hand, I try to so present my side as though it were his side, to make him feel that I really am willing to make his cause my own.

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We all do this, to some extent—to the extent that we understand how to approach a fellow being who may do us a benefit or an injury, as he may feel, or find it for his profit. What we try to do is to turn this man into a way and manner of feeling that will incline him to be pliable to our will and consenting to our request. We all know that it is thus that the great battles of business are won, or at least saved from being the defeats they well might have been. The impress of an agreeable personality is the greatest asset a good salesman has, after his goods. It is the constant study of the good salesman to perfect himself in the art of reading human nature, and of making men do that which is for his profit.

The good business letter must also be built upon exactly these same lines. It must be an agreeable object for the eye to catch, as it emerges from its envelope as well as when it lies on the manager's desk for his rapid attention. It must do somewhat better than this, and be an agreeable object as it still reposes in its envelope before the sharp point of the clerk's opener seeks vantage under the gummed flap thereof.

The physical appearance of the stationery has much to do with the reception a letter gets, and that matter is dealt with in another chapter of this book; but I must here insist that the stationery must be right to begin with. The best business letter that can be composed and typed by the best typewriter ever trained loses much of its initial force if it is written upon a letter sheet that is slovenly or tastelessly printed and designed, or inclosed in an envelope that is not of itself an agreeable object for the eye to rest upon. And having proper and properly printed stationery, we go at the letter.

The style of the letter depends upon the writer. There is nothing in the way of rules that can be laid down for the guidance of the writer of business letters. Mr. Arnold Bennett has said that style is the form of words in which one conceives an

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idea. "The idea," he says, "can only exist in words, and it can only exist in one form of words." The man who wishes to have a good style for his business letters must therefore have the right ideas about his business, and about the person to whom he intends to write a letter. He must have a very vivid notion of the person. If he does not personally know him, he must build up in his mind the best possible conception of him—visualize him as well as possible from the revelation of personality that has been made in previous correspondence or that has been imagined by the writer. If there has been no previous acquaintance, and no clue at all, then the writer must assume that his correspondent is at least a human being, and therefore susceptible to the charms of urbanity, frankness, an evident desire to satisfy, and brotherhood.

I often feel that writers of business letters study to make them cold, perfunctory, antagonistic, meager in information—in fact, all that they should not be. And especially does it seem to me that business correspondents neglect the great advantage of the English language. This English language has within its less obvious reaches much advantage for the business correspondent. Read James Howell. He knew how to drag from its lair the one most proper word to wing with his idea, and how comfortably do those ideas float and skim through the rarified intellectual atmosphere of his letters, and alight secure within the reader's consciousness. Accepting Mr. Bennett's dictum that there is but one form of words for one idea, it is evident that we should know about all the words there are from which to choose, else we do not get into the letter just the idea we wish. The letter writer who wishes to be or become a good letter writer should pay much attention to classical literature—fill himself with those authors who are noted for their felicitous use of English; for in a letter it is the felicitous phrase that must do duty for personal appearance, for the ingratiating man-

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ner and the winning smile, for the quick acceptance of any challenge of predisposition, for the clean shave and the becoming cravat.

Urbanity, it seems to me, and explicit statement, go hand in hand in the making of good business letters. Combativeness should find no place in correspondence. Dignity, yes, a-plenty of it and always. But there is always some distance between the hot answer and its receipt—distance of time and space—and there is not the same atmosphere at the receiving point as at the sending point, and not the same understanding of conditions, and not the same temperament, and not the same degree of charity—or absence of charity. So the letter must be brought onto the common ground of urbanity, of explicit statement, of patient exposition, of charitable tolerance, of practical brotherhood. In conversation one may plunge and rear, and then shift to safer ground; accuse, and then apologize; give body blows, and take them; free the mind, and listen while the other man frees his. Much ground can be gone over in a talk, but in a letter there is but the narrow path of simple statement and clear exposition. Pitfalls must be avoided. Doubtful points must be ignored. A generous word will expunge a whole verbal tirade, but a small sneer in a letter sears and burns and cankers for as long as paper and memory last.

Many business letters give no slightest clue to the personality of the writer. They fall upon the reader's spirit like an arctic breath. They seem to come from a cold void. They create shivers. They are couched in the most formal and colorless language, and give no hint of humanity. Tom Reed was once caught in New York on a very cold day, with nothing better than a light overcoat to protect him from the biting east wind. A friend met him, and sapiently remarked: "A cold day, Mr. Reed." "Yes," piped the great Maine wit and politician, resenting even in his own misery the frigidity of the President he

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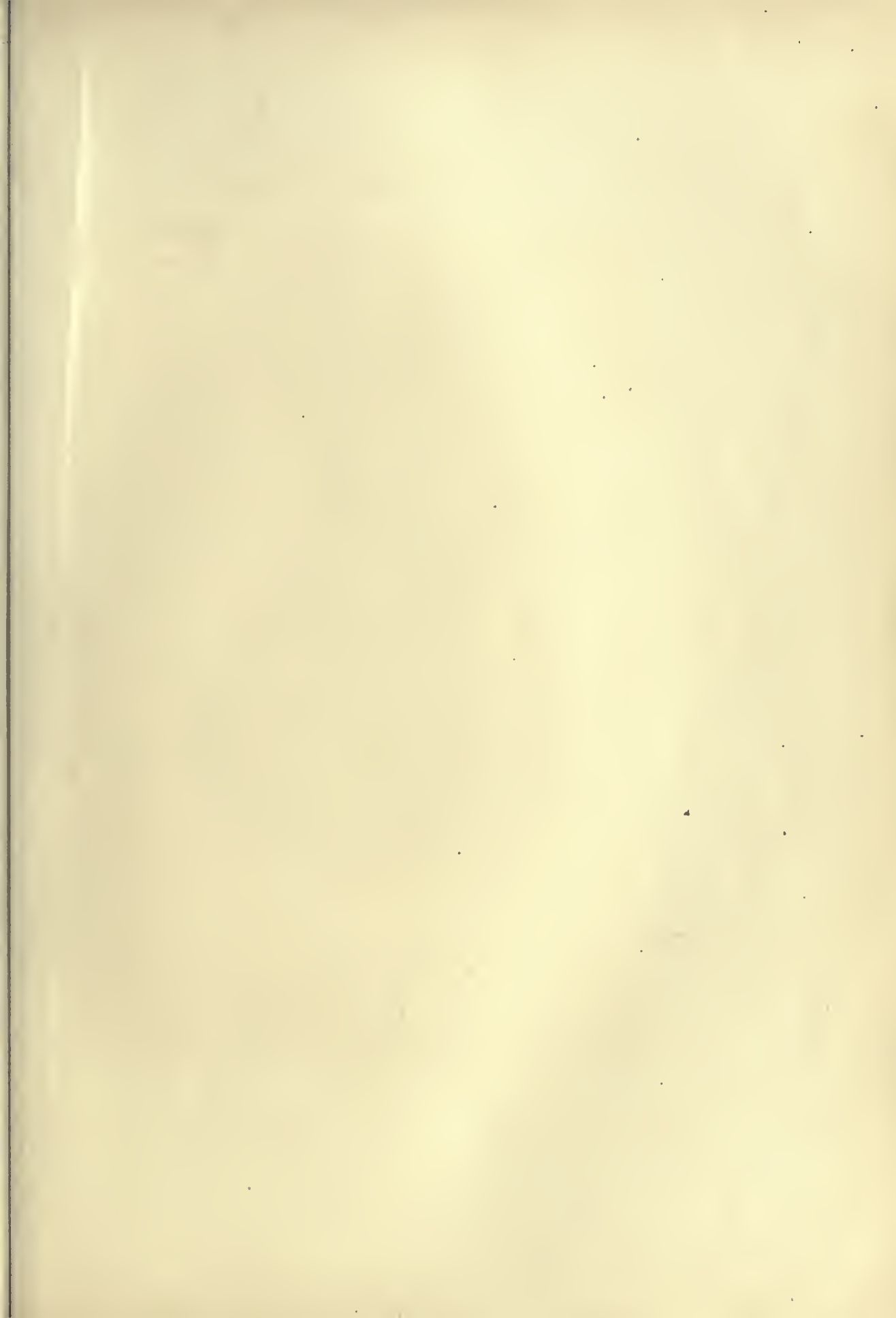
served with, "Benjamin Harrison must be somewhere about." The cold-natured man never gained the love or fealty of the warm-blooded wit. So the cold letter never wins its way in business. The man who writes himself into his letters, and takes care that that self is agreeable and persuasive, is the man who can count more than two percent returns from his correspondence, and his circularization if he writes the copy himself.

And with all these qualities for a good business letter, there remains one more major element—honesty. There are such a proportion of business letters that are framed to let one into a pitfall; and the pitfall is usually in plain view of the honest reader. It is so refreshing to receive a business letter that manifestly has no reserves, no equivocations, no subtle hiatuses, no *double entendres*, no phrases that may mean two or three things, no manifest evasions, but which goes straight to the point as the arrow to the target. There are such, and they are those that influence business quicker and more consequentially. It is so much the better policy to write honest letters. Even poor goods are the easier sold if the truth is unflinchingly told about them, and the price made to fit the degree of poorness. The deceptive letter returns to the writer, bringing toll. In the long run the percentage of profit in business is higher for the honest man than for the "skin," and in the long run the man who writes honest letters gets more for his pains than the man who tries to cloak his evil designs with plausibly false letters.

But we come back, do we not? after any survey of the elements of good business letter writing, so far as style is concerned, to the core of the problem: "The idea can only exist in words, and it can only exist in one form of words." And we come also to the core of the problem when we conclude that as is the man who writes the letter so is the letter. Therefore we must urge that the man who writes the letter look carefully within himself for the power he wishes to get into his business letters,

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and always remember that he is writing to men with blood in their veins, and sensibilities as acute and finely attuned as his own. *Noblesse oblige*. The business letter should be a part of the business man, and fitted to become a part of the business man to whom it is addressed. The chief thing to remember is that in writing one is communicating with a man, and that the message will be effective or ineffective pretty much in the proportion of the humanity that is put into it.





J. George Frederick

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THE OPENING

By J. GEORGE FREDERICK

"Fools rush in where angels fear to tread." That is why Mr. Frederick believes in headwork before action. Time was when the ability to "sling smart sayings" was considered a winning qualification in the opening of a letter. The "Game of Talk" was quite the thing. Read what a man who knows has to say—a man whose fingers are on the pulse of the business world, and who recognizes what efficiency of ideas really means to the business man. He shows just how unscientific the so-called "scientific approach" usually is. Securing attention in a letter is not something to be accomplished through subtlety, foxiness, or "hypnotics." In Mr. Frederick's article the once prevailing ideas of what was a good opening paragraph are held up to ridicule in a manner that makes his facts stand out by contrast with great force. Mr. Frederick makes it easy to see what an effective opening really is—and why.—NOTE BY THE EDITORS.

THE opening sentence of a form letter is the letter.

If these words do not say anything, there is no conception of philanthropy that could reasonably urge any man to read more. In the course of eight or ten years I have seen a very curious and significant evolution of the form letter, and it all swung, as on a pivot, upon the *opening* of the letter.

Who doesn't remember the hurrah days of form letters, when as preparation for writing an important form letter we horsewhipped our Pegasus, fed ourselves ginger until we reeked and got dizzy with verbal intoxication as we penned an opening paragraph calculated to put the equivalent of fifteen volts into the reader?

We singed his eyebrows with a "starter" like this:

"You're losing a big wad of money every day! Stop it!"

Or rapped his knuckles after this fashion:

"Forget everything you ever knew about engines, and let us show you something."

Then we went on careering like a Kentucky Colonel, well

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heeled with corn juice, at a Democratic banquet. We glowed with satisfaction as we wound up with a hurry-up slap on the cheek, and considered that the victory of Gettysburg was a cock-fight compared to the magnificent and masterly manner in which we had swept into tamed captivity by scores and hundreds our natural prey and enemy, the reader.

But the gaff has dulled wofully in recent years. It not only fails to get into a man's vest, but incites derisive mirth, or silent, deadly scorn. It has no more edge than a wooden spoon—as a weapon it belongs in the armory of ancient days.

For we have become a businesslike generation in advertising. The housewife, the farmer, and certainly the dealer, are businesslike to the Nth degree. To carry snap to them in form letters is a perfect parallel to carrying coals to Newcastle. They can each outsnap the snappiest snapper who ever snapped.

The American housewife no longer runs joyously to the gate to meet the postman, and breathlessly peruses five-paged, single-spaced form letters. Nor do farmers. And dealers!—they have grown gray in the art of dodging bunk.

All of them are looking for ideas. They are all far more keen *for points* affecting their interests than they ever were. They read more and think more. And that is why the opening of the form letter to them is important. They demand an idea, or they quickly pass you on to their true friend, the waste basket. The modern retail idea is quick sales and many of them; and speed is a necessary factor. In the old days salesmen used to loll around a dealer's store for hours, chinning; but to-day both are too busy.

The form letter has got to keep pace; and the opening sentence of the letter is the cue to the whole performance. The rest of the letter should simply be concentrated, specialized backing up of the idea in the opening sentence.

Suppose you are trying to sell an adjustable office chair

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to a business man. The general "pull" in your proposition is more comfort at his daily work. But so many hundreds of advertising men can't see two vital things: (1) that the argument "comfort at your daily work" is not an idea, but a generality with no "hook" to it. (2) that the reader looks for not only a definite idea with a hook, but an idea applicable to his side of the fence.

Six out of ten of even good advertising men will start their form letter somewhat in this fashion:

"Hundreds of office men are buying this supremely comfortable office chair."

The number of people buying this chair is primarily an idea from *the manufacturer's*, not the *reader's* side of the fence, and the talk about comfort is far below the status of a real idea. Suppose the opening were to read:

"You can increase your daily business efficiency by at least twenty-five per cent *by using an office chair that rests the small of your back.*"

This, and more of it, is mathematically, psychologically, and common-sensely bound to land on the bull's eye, because it *is* the bull's eye of the whole matter. There is an unescapable hook in that sentence, because it carries an *idea*—an idea from the reader's side of the fence.

And see what you've done by starting your letter in that way: You have, at the first stroke, put your reader on the alert for more; because there isn't a business man in America who will not be interested to some degree by that opening. Not because there is any magic advertising genius in the writing of the line, but because the *ideas in it* chain the reader to your wheels by sheer necessity. And there is the innermost psychology of the form letter—the work lies not in words or writing, but in marshaling ideas in their best order and combination before ever putting pen to paper.

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The opening sentence is doubly important in a letter because it is the only "headline" it has. Printed advertisements have display headlines; form letters have no display except that which is in that first sentence.

Motto: Unless you have an idea for a strong opening sentence, don't write a form letter.



Wm H Ingersoll

Sales and Advertising Manager, Robt. H. Ingersoll & Bro., New York; President, Advertising Men's League, New York, Chairman, Educational Committee, Association of National Advertising Managers; Member, Educational Committee, Associated Advertising Clubs of America.

THE BODY

By WM. H. INGERSOLL

When we see a man whose frame is well "clothed" with good firm flesh we say he is a man of "body"—"substance." This is the thing most needed between the introduction and the conclusion of a letter—and it is just this body which Mr. Ingersoll's article has—the very thing which he tells us in so masterful a manner how to build into the structure of a business letter. Mr. Ingersoll is serious in urging far-and-wide search for truths—truths that have "body" to them. The Editors know of no man better qualified by temperament, training, and practical habits to deal with this hard-work subject. This monograph is "meaty." You will not exhaust its suggestions in one reading—or in several. You can return to it again and again with advantage.—NOTE BY THE EDITORS.

TO convince and persuade is the function of the body of a letter. It must do the hard work.

The opening is largely a matter of strategy for the purpose of getting favorable attention;—strategy demanding a knowledge of human nature to be sure, but strategy nevertheless. The closing, likewise, is characterized by right tactics in clinching what has gone before. But the heavy duty of the communication falls upon its body.

It is here chiefly that we give effect to the plan which has been decided upon, the analysis made, the data gathered, the message to be conveyed, the aim, and the other features of preparation treated in the preceding chapters. All of the principles heretofore discussed are most heavily drawn upon in writing the body of the letter.

Here we must perform the arts of holding our correspondent's interest and gaining his confidence while placing our facts and message before him, convincing and persuading him to do whatever it may be the purpose of our letter to accomplish.

For letter writing, especially business letter writing, has a more concrete aim than general writing. It seeks to get the

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reader to do something, to *act*, rather than merely to inform, instruct, or entertain him.

The action sought may be the ordering of goods, the settlement of an account, the performance of a service or favor, the release of a condition, or anything that one business man may want of another.

In any case, the task is the same. The letter must get the correspondent to passively agree and then to desire, decide, and act. The body of the letter gets this passive agreement; it smooths out the obstacles; gives the reasons, proves its points, and induces that state of mind where just the right word in the closing clinches the whole issue and secures favorable decision and action.

The steps to this agreement are conviction and persuasion. They are what make men *do* things. They get the *response*. There are some definite methods of value in inducing these mental states which it will pay us to note in this chapter.

But now let us suppose we are writing a letter. Our opening has been made in a way that cannot fail to command attention. Then what are the processes to be followed to make the body effective? We have stated and restated *what* the body must do; *how* it shall do it is the question next in order.

With reference to the foregoing chapters we need not more than mention here as a matter of course that we will refer to the plan and basic analysis which has already been outlined, and will make use of every item in all our work of preparation which can be turned to advantage in writing the body.

Especially will we keep in mind the purpose of our letter and the keynote determined upon when we made our plan. The style to be followed will similarly be held before us.

At the outset we recognize some essentials which characterize all good writing. Unity is one great principle underlying perfection in every individual thing. Unity means one-ness,

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completeness, and as applied to letter writing particularly it means coherence, agreement of parts, absence of purposeless repetition, "hang-togetherness." It suggests the importance of fixing upon the *central thought* which is to dominate the communication. This central thought is the kernel around which the whole letter is written. It is the essence which is to flavor the compound. This thought can be expressed in a single sentence, when once it is understood, yet to be fully comprehended in its various relationships affecting the purpose of our letter, it needs amplification and elaboration. And the entire letter is merely this necessary amplification. When finished it leaves but the one vibrant thought, without confusion or mixture of ideas.

Thus does unity conserve that singleness of impression, that vividness, that unwavering decisiveness which eliminates alternatives and in the very nature of things leads to the one course of action which it is our object to secure. We will strive, therefore, to have the body of our letter a unit and unified with the opening.

Balance is another principle to be observed. All things need balance to be comprehensible, convincing, and pleasing. Balance means keeping the parts in their relative place and importance. In letters it also means that substantial evenness of impression permitting continuity of thought. An unbalanced man cannot command confidence because certain of his faculties are overdeveloped at the expense of others. So it is with letters. We have been careful in planning our letter to analyze our points and arrange them in logical sequence. In writing the body we must continue this care, in order that none of the points shall be so overfeatured as to interrupt continuous thought or overshadow or obscure our main theme, thereby causing our case to rest and be judged, not upon its principal appeal but upon a secondary one.

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The principle of emphasis is another to be employed. Emphasis lays stress on particular points to be noted and remembered. It is opposed to balance in principle yet must be subservient to balance. It is the moderate disturbance of balance for the purpose of avoiding monotony and giving fresh stimulus to the reader as well as to make certain supporting ideas stand out in furtherance of the central thought. Carried to extreme, however, emphasis breaks rather than stimulates the chain of thought, gives prominence to more ideas than the mind can clearly comprehend, dividing and weakening the final impression, and gives the subordinate precedence over the principal appeal.

Absolute balance would lull the mind to inactivity. Emphasis jars it back to take fresh hold at important junctures. There are a number of methods of emphasizing: The position in the letter, the paragraph or the sentence partially determines the emphasis given to a point. The beginning and end are the most prominent positions. A departure from the ordinary grammatical construction or arrangement of words, the choice of unusual words, increased or diminished vigor of expression, the use of capitals, italics, underscoring; in short, any form of *contrast* insures emphasis.

But to be effective emphasis must always be kept within the limitations imposed by the more important principles, unity and balance, so we will follow our analysis and see that our main thought is never out-shone by any of its dependent thoughts.

Unity, balance, emphasis, harmony, motion, and color are universal principles common to all modes of expression. The writer as freely as the artist or musical composer has recourse to each in interpreting his thought. High color is not less known in writing than in painting. Harmony in written expression is as potent as in art or music. The motion of the march has its counterpart in the picture full of action or the energetic letter.

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Space permits no fuller reference to these powerful and flexible forces with which nature has provided us to reach the understanding of those whom we wish to influence. But their importance is apparent because they are all of the qualities needed to arouse any shade of thought or feeling of which human beings are capable. And since the body is all of the letter save the opening and closing, since it is the lengthiest portion and most varied in appeal, it is the place where these principles are chiefly called into play.

But the foregoing are merely *characteristics* of good productions—not the productions themselves. They are the essential qualities which make the productions expressive, understandable and convincing.

The *thought* which these qualities should characterize is the real *substance* of the letter, however. To accomplish its purpose of convincing and persuading, the body of our letter must be fashioned over the mold of the mind of man.

We know what it is that interests people. We know what moves them to do things. We will, therefore, adapt ourselves to the structure of human nature in forming our communication.

We will commence the body of the letter from our correspondent's point of view. He will be interested in doing what we desire only in the degree that he is impressed that it concerns him and coincides with his interests. Gradually we will lead him around until at the end he is ready to accept our viewpoint and do the thing that we recommend for his own advantage—immediate or remote.

Throughout we must maintain his confidence. A motive, wholesome and sound, must be breathed into all we write. Only reasonable, believable, statements or claims will be made. Thus we will inspire trust both in our intent and judgment.

There are two sides of human nature with which the body of our letter deals: One is reason, the other the feelings or emotions.

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To get people to do things, we first convince them or get the assent of their reason; then we persuade or prompt their feelings to induce action.

Conviction is mostly a matter of reason, and it is evidence that satisfies the reason and convinces most quickly and surely. Consequently, in the early part of the body, having interested the reader from his own viewpoint, we will describe what we have to propose and then, by referring to our prepared data, we will marshal our facts in telling form.

The most convincing evidence is that which includes enough supporting detail to make it real and vivid. In all great legal cases it is the numerous confirming details woven together into circumstantial proof which provide the foundation on which verdicts are secured. Figures, tests, and the testimony of others, furnish very convincing evidence. And so, having arrayed our evidence to permit of only one conclusion, we have the assent of our correspondent's reason, and it is left for the body of the letter only to stimulate the desire which must precede action.

But what an important point we have reached!

We all like to think of ourselves as reasonable beings. We pride ourselves that the intellect holds sway. But the fact is that we are prone to do what we want to do rather than what is reasonable or prudent. To be sure, the intellect must be satisfied or allayed or it steps in to object to action, but nevertheless it is even more true that we are only too anxious to find reasons for doing what we want to do. And when reason has been subdued, if desire is strong, action is sure to result if conditions permit.

Desire is a matter of feeling. It belongs to the emotions. It responds to persuasion.

Nearly all that we do is decided in anticipation of sensations we seek. The need of warmth and covering dictates the purchase of clothing, but the suit we select is the one that we believe

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will most fully satisfy the pleasurable sensations that a well-fitting, stylish, becoming suit may give us. The feelings of satisfaction which a good appearance before others gratifies is more controlling in the choice of our clothing than its warmth or durability, yet the efficient salesman will not overlook these latter appeals to our reason in paving the way to his final appeal to our feelings of pride, beauty, and self-respect.

Therefore, in concluding the body of the letter we will strive to touch the imagination and stir the emotions of our correspondent. Since nature has ordained that men are moved more by feeling than reason, we will picture the satisfying sensations which the acceptance of our proposals, the possession of our goods, or the doing of our service, will give.

What are these feelings and instincts over which our thoughts may play as the fingers over the strings of a harp?

Curiosity, gratitude, pride, pleasure, benevolence, sympathy, the sense of the beautiful, comfort, convenience, the social instinct, the parental instinct, fortitude, enthusiasm, recreation, acquisition, faith, courage. These are some of the appeals which set the human instrument in vibration. Every business proposition can be attuned to certain of the human instincts.

Life insurance touches a man's affection and solicitude for his family. Jewelry appeals to one's sense of beauty, love of adornment, joy in following popular customs, and delight in displaying one's prosperity and artistic taste.

Jewelry would be but unsought metal and stone save for the allurements thrown round it by these divinely implanted human instincts, the very same which in other directions make for sturdier virtues like self-respect, courtesy, confidence, and desire for good reputation. Machinery itself makes its strongest appeal to the mechanic's innate love of workmanlike construction, accurate operation, and efficient production.

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Consequently while we employ the weight of logic in gaining the support of his reason we end the body of our letter with an appeal to our correspondent's human side, certain that it leaves him in that emotional state of mind which the climax in our closing will crystalize into an emphatic "I will."



Tim Thrift

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Managers.

THE CLOSING

By TIM THRIFT

Whatever is worth doing at all is worth doing way through to the finish. Mr. Thrift tells in a plain-to-be-seen way how to bring a business letter to a close in a way that will get the reader to act—act in the way that you want him to act. Unless you accomplish this all that has gone before avails nothing. Mr. Thrift has made some striking comparisons to show how to force action. He has suggested some ways of getting new angles on your own proposition—new arguments and ways of “closing the deal” that perhaps you have not thought of—some methods that seem worth trying out. His article is a “closer” from start to finish.—NOTE BY THE EDITORS.

ALL parts of a form letter are important, but perhaps none more so than the close, for what does it profit a man if he has successfully introduced himself and stated his proposition well, if he cannot close in a manner that will leave a good taste in the mouth or get the action desired!

You are all acquainted with those salesmen—and their name is legion!—who can carry a deal through to an *almost* successful conclusion. They understand “approach,” how to get to the prospect and start off with a good impression. They can present their goods most persuasively. They have confidence in what they have to sell and can instill that confidence into others. But when it comes to the fatal moment, when the name is to go on the order, they fall down. They simply aren’t there.

It is the same with many form letters. They carry you through all the stages of attention, interest, desire, and resolution to act, but they fail to impress you at their close of the necessity for definite action. They do not tell you what to do and then concentrate on getting you to do it.

So, while it is of the utmost importance that all which goes before shall be right, it is even more essential that your con-

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clusion shall be right as well, or the letter might better never have been written and sent out.

Bear in mind that when you have arrived at the close of your letter you should be ready to quit. In other words, let the close be sharp, concise and to the point. If you want the reader to do something, tell him very clearly what he is to do and then persuade him to do it, not by stringing out the letter with arguments why he should do it, but by impressing upon him sharply the direct command for action.

Too many letters, when they have reached the closing point, begin all over again and re-hash all that has gone before. There are times when this may be done to advantage, but these are so rare as to be the exception and not the rule.

The following illustrates a rehash of the body of the letter, and is, in reality, an extension of the body into the close. This cannot be said to be a close, in the general acceptance of the term:

"This is just the time that a selling effort in this field will pay. 1911 will be a record year in the Blank Industry, and all of the 25,000 manufacturers of Blank Products are making their plans accordingly. There is great activity now in the enlarging and bettering of plants, and a *good market for you*. A large number of Blank manufacturing plants will be constructed during the next six months. This big number is issued January 1st, and copy should reach us before Christmas."

Note that these are all general statements. Even if the reader is interested in the information conveyed, what action he is to take is left to his own inference. Leave nothing to him, where it is possible to suggest some definite thing he is to do.

The letter from which this close was taken was sent out early in December. The time was short for copy to get in for the issue it was intended to promote. How much better, then, this close would have been:

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"You have just two weeks to take advantage of this opportunity to get your products before a live market. And the limit of that time doesn't guarantee 'position' in our special number. Mail your order to-day—no matter what space. Copy can follow, but space will be reserved then. This is too important to neglect. Act at once. Use the enclosed order form."

Here the time element is impressed upon the reader's mind. He is made to appreciate that this is something which cannot wait. He must take action immediately, if he is to get in on a good thing.

If possible the close of a form letter should be presented in one paragraph. Sometimes two are effective, and even three, the second and third consisting of short, pithy sentences. But it is best to adhere to a single paragraph close where this can be made to carry the message.

The principle is the same as that of an interview. When your proposition has been presented very thoroughly, there is danger of talking the prospect out of a buying frame of mind if you linger with him too long. What is said after the salesman has risen to his feet and taken his hat very often ruins all that has gone before.

A long drawn-out sermon or lecture is a like example. You may have been interested up to a certain point, but past that point the discourse grows wearisome, because your own mind has reached with the speaker the climax he sought and you protest against going to others. You mentally exclaim, "What a fine place to stop."

By the time you have reached the close of your letter you should be in a position to explain the final details quickly and there should be no necessity for drawing them out. If there is, you have failed to convey in the body those important facts which are essential to correct understanding.

Above all, avoid being flippant. Do not create the impres-

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sion that you are now through with the "bread-and-butter" stuff and are relieved that you can say "so-long." The prospect will sense the same relief and with a hurried glance at your conclusion toss the letter aside.

Instead, impress the importance of the closing admonition. Here is where whatever benefit he has in store will accrue to him. These are words which should be heeded. These are instructions he should follow. Only by doing so will he be just to himself.

Express the selfish viewpoint, too, but see that the selfishness is not wrongly placed. Appreciate first that the reader is always interested in himself and in his affairs, his profit and what will profit him, but rarely, if ever, in your concerns. Therefore appeal to his selfishness. Give him to understand that the action he takes in response to your suggestion or command will be advantageous to him. It is something for his good.

Too often we see the shoe on the other foot. In other words, the writer of the letter impresses the reader with the thought that he (the writer) will materially gain through the action taken, and fails to point out to him (the reader) where he gets off.

An instance of this is shown in the following close:

"If not in the market at the present time, inform us how soon you will be; and remember, we want your business."

Very kind in them to want the business, to be sure, but what have they done to deserve it? Here the selfishness is wrongly placed. The writer has a profit in prospect, but the reader is not only called upon to put himself out for the benefit of the other fellow, but he is asked to take action in a way which promises nothing in return. It is quite natural that the concern which sent out this letter should want the business, but let them first indicate real reasons why they should have it and wherein the reader will profit by giving it to them.

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There is no better way to analyze the close of form letters than to study those which come across your desk. You will find the majority of them redundant with stock phrases and meaningless terms. The author of "Do it Now" should have been pensioned long ago and his classic thrown into the discard. When all other closing admonitions are exhausted we find this one brought forth, burnished up and presented with all the ardor of discovery.

If you find it a difficult task to get a good close, call in one of your best salesmen and put the proposition up to him. Ask him how he brings his interviews to a close. The chances are that he will give you some short, succinct phrases that will be just what you are looking for.

But do not tell him you want these for a letter. My, no! The great trouble with most salesmen when they go on paper is that they get "write-fright." You will find this true through thousands of form letters. Their writers may be men who could sell coal in Newcastle, but because they must put their arguments on paper they grow fearful and concoct the most amazing balderdash. Therefore do not let your source of inspiration suspect your purpose. Get his good fresh viewpoint and then let yourself be the buffer between him and the type-written page.

Finally, ever bear in mind that the close of any form letter put out to solicit business, should, first, last and all the time have *action* in it. It is the "clincher," the one thing remaining to make the letter a success. Unless it is well done, unless it is handled in the right way, the whole effect of the letter will be lost. Look over your letters. See if they have the proper persuasive power at their conclusion to get the action you want. If they haven't, this is probably the reason why returns haven't been greater. Analyze and reconstruct!

THE MECHANICS OF THE LETTER

By GEORGE FRENCH

The first glance at a caller usually gives you an "inkling" of whether or not you care to cultivate his acquaintance. Of course you "size him up" by his dress. Correctly clothed, he stands a good chance to get a hearing. If he succeeds in "breaking through," the first impression weighs big in his favor in the final summing-up. The "dress" of a business letter gives you an "inkling" of what kind of firm it comes from, and whether or not you want to do business with it. There are many little details, and all important, that must be combined to make up a well-dressed letter. Mr. French is a master of these details. He has the artist's eye. He tells how and why correctness of mechanical details—stationery—printing—typing—spacing—color effects—etc.—do make a difference in the results of a business letter.—NOTE BY THE EDITORS.

IT is not all to be able to indite a smooth and insinuating letter that shall put the case in hand in the most favorable light, and do all that written words can do to extract from the recipient the action or the decision the writer wishes to get. That part of the letter is very important, but it remains for the mechanics of the letter to give the vital text just the right medium in which it is to go to the reader, and just the best dress to captivate his eye when he slits the envelope and begins the battle with his distant correspondent.

There are some business men who open their own letters, who take the first one on the morning pile and open it, and then the next one, and so on down to the last one. There are other men who shuffle the pile through their fingers and toss certain ones aside for some future hour. This kind of a man selects those that he knows have an immediate message for him, and those the appearance of which appeals to him, and deals first with them. All men, when they come to read their letters, are favorably impressed by those letters that are attractive in themselves. Many a hardheaded business man may be found

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saving and cherishing a unique letterheading, or one that is especially well designed or printed. I once made a letterheading that attracted constant attention, and as long as I used it brought frequent references in correspondence and not a few specially written notes. It was nothing extraordinary or unique—just a conventionalized country scene with a dusty road winding through it, two or three tile-roofed cottages, with the text outlined through the narrow cut, which was printed in colors. But it attracted pleased attention, and it helped to introduce me in a favorable manner.

The letter should be regarded as a very potent piece of advertising, and it should be given much and constant care. There is of course no definite rule that can be laid down for the making of the letterheads, as it is a question of personality and getting some atmosphere of the business into them. But it is more a question of having them handsome, attractive, able to suggest some primal quality of the man and the business by their type treatment or their design. I am one who objects to steel-die and copper-etching work for business letterheads, as being too cold and too formal. They are all right for personal stationery or for the use of professional men, but for the ordinary run of business I would never use them. Lithography and the offset process as much as you like, if you like those processes; but type properly used makes the best, the most human, and the handsomest letterheadings. But if it is type, then there must be brains to make the design and decide upon the right type and the right paper and the right color.

To make a good letterhead is one of the more difficult and abstruse tasks the printer has put up to him, even if he does usually not only shirk his responsibility and ignore his opportunity, but show that he is wholly and debonairly unconscious of them. Yet it is to type that the real letterhead artist usually turns. Among a hundred notable letterheads that you may

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select from your correspondence during the next year, you will find that 75 percent of them are made with type. But they should be made properly, and with the fear of a cold reception on the part of the man who gets the letter always before the eyes of the maker; designed to make a piece of printing which, when taken in connection with the typed letter, will make a pleasing picture upon the desk of the recipient, and ingratiate the business motive of the letter into the mind of the man who is to read, in such fashion that even before he does read there is some semblance of warmth permeating his sub-consciousness.

The letterheading should be quiet and dignified, and it should have the minimum of matter printed upon it. It is a mistake to load a letterheading with a lot of detail. There should be the name of the concern, the name of the business, and as little as possible of other matter. It is a moot question if the names of the partners, or officers of the corporation, ought to be printed. For my own part, I find it very useful sometimes to have those names printed on the sheet, for the reason that the man who signs the letter often affects such an execrable scrawl that it is impossible to decipher it, and I have to search the printed list for it. But there should not be a lot of advertising detail about the business, nor should there be half-tone cuts. The chief idea of the letterhead designer should be to make an attractive piece of printing, calculated to help create a favorable sentiment for that which may be thereon written.

Then the typewriting. Here is a chance, a demand, for a great and significant reform. But a small proportion of business letters are decently typed, let alone being attractively typed. Yet it is a simple matter, and as easy as slutch work. It is first necessary that the importance of well-written letters be recognized. Then it is a question of how a letter ought to look; a question of getting a typist who is able to follow instructions. Then you have your handsome letter. The hardest

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of these is the getting of typists who can be made to follow instructions, after getting a correspondent who recognizes the value of handsome letters as contrasted with slouchy letters. It seems to me that the business schools and the typewriter dealers might bring about a most valuable reform in this line if they would. There is nothing very much more discouragingly hopeless than to undertake to make a good typist out of a fresh graduate from a business school where they teach typewriting. They teach it in such an ugly fashion. The same is true of the graduates from the training schools of the typewriter manufacturers and dealers. There is surely a fortune awaiting the concern that will train typists to write handsome letters.

In the first place the typewritten portion of a letter should be placed upon the sheet in such a manner that its bulk shall form some sort of a pleasing rectangle. That is to say, if the letter is short, it should be written in short lines, double spaced, and so placed as to help make of the finished sheet a composition not too crude and ungainly as to form and proportion. If the letter is long, it is better to double space it and use a second sheet. A single-spaced letter is a risky experiment. The lines should not be too long to allow good margins—margins that balance well with the margins about the printed heading. Remember that white paper has as much value on a letter as on any piece of advertising printing; and remember also that to read a single-spaced letter is a tedious task. I have let that sort of a letter lie unread on my desk day after day, dreading the job. On an ordinary letter sheet, $8\frac{1}{2} \times 11''$, or $8 \times 10\frac{1}{2}''$, there should be a margin of not less than $\frac{3}{4}''$ all around. It is much better to go over to a second page or even a third page, than to spoil the looks of a sheet by crowding it.

The typewriter ribbon should either match the color of the printed heading or harmonize with it. It is a good plan to have a color harmony that includes the printing, the paper and the

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typewriting, such as can be secured through the use of an azure or azurine paper, dark blue ink for the printing and a blue ribbon for the typewriter. Have the printer match the ribbon. He can do that, while the typewriter dealer cannot match more than one shade of blue printing ink. This plan can be applied to other colors, of course, and if white paper is used the harmony of color can be secured just the same, by having the printer and ribbon co-operate, as white harmonizes with any color. Forget about the old-fashioned purple ribbons. Use a good typewriter, and have it kept always in good repair. If you have more than one, have one fitted with elite type, to use on personal and "swell" stationery. Every concern should have at least two grades of stationery, one of which should be quite "swell," having an air of difference. It pays. Insist upon correct spelling and proper punctuation. I cannot say "correct" punctuation, as there is nothing of that sort in the market. Some time there may be an authorized system for punctuation, but there is none now. But you can have some sort of a system of your own and insist that it be followed. Do not permit erasures. Do not permit interlining. Better have the sheet written over. Insist that every letter shall go out clean and perfect. It can be done. If it is not done it merely means that your typist is careless or lazy—too lazy to perfect herself. If she is careless or lazy it is the fault, and the misfortune also, of her employer.

The matter of paper for stationery is important. Do not pay too much attention to the alluring advertisements of bond papers. They are all right—in their place; but there are many papers that are more desirable for fine business stationery. A good linen, a good superfine, or extra superfine, a good ledger that is not too stiff, a good wove—there are scores of finishes better than bond for business stationery. But the paper makers have seen fit to push bonds, and many business men think that

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a good bond paper for their stationery is a symbol of good taste and good judgment, and perhaps financial soundness. And there is something in that view.

But whatever the paper used it should be good. It does not pay to use cheap paper for any kind of letter writing. The dollars saved in that way are seed dollars which if planted in good stationery might result in a crop of business that would make any puerile saving look too small to think about. An up-to-date business man would never think of taking a large prospective customer to a ten-cent hand-out restaurant for lunch. Why should he offer him cheap and poorly printed stationery? If I were to advise business men about their stationery I would tell them that they ought not to pay less than from \$5 to \$10 per thousand for their letter sheets, or from \$4 to \$8 a thousand for their envelopes. And in the long run the man who has the courage to pay the maximum figure gets his stationery at the smallest cost, reckoned as an overhead and giving it credit as a business getter.

The great trouble with business stationery is that business men do not think about it much, or in the right way. It is worthy of as much study as any other element of salesmanship.

SUPERVISING CORRESPONDENCE

By EDWARD B. BROWN.

How to organize and develop a correspondence department is a serious question with many concerns. Every one of the scores or hundreds of letters sent out daily should be stamped with the policy and individuality of the firm, although they may be written by a dozen or more different sales correspondents. Letters must be used, many times, without being "tried out"—and they must make sales. The author of this chapter writes from experience and gives some practical methods which he has found effective in training and managing a force of sales correspondents to get the utmost in actual results.—NOTE BY THE EDITORS.

EVERY concern that sends out sales-getting letters should have just as thoroughly organized a method of training and grading up their Sales Correspondents or inside salesmen as they have of coaching and keying up their outside salesmen. If there are only two Correspondents in an office they ought to be organized as a department with the Chief Sales Correspondent or Manager of Mail Sales, reporting directly to the General Sales Manager.

The Mail Sales Manager should be first of all a successful Salesman in every sense of the word. He must know selling both from the outside and inside in theory and practice—must be a forceful writer, a keen analyst, and a tactful, stimulating handler of men.

To get results from his department he must know how to give his men their initial training, how to check up their results, and how to keep them keyed up to their best work. In preparing his new men for Mail selling the Mail Sales Manager should have much of the training exactly the same as that given a new road salesman.

The preliminary training should teach the new man four things:

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First: To know his goods and the policy and traditions of his house.

Second: To know his competitors and their goods.

Third: To know his customers and his market.

Fourth: To know the fundamental principles of salesmanship as applied to selling by mail.

Knowing the goods and traditions of the house is, of course, fundamental in all selling and will have to cover a longer or a shorter period, depending on whether the new Sales Correspondent has worked up through minor positions in the house, or is brought in new from the outside. Given an equal foundation of education, the "home grown" product naturally has far greater chances for success.

In any case the new man must study and analyze the goods until he has weighed them from every possible angle of strength and weakness. He must marshal together every talking point and every objection with the answer to each objection. He must know the attitudes of consumers and the trade—what they say for the goods and against them—why some like them and why others do not. He must find out in what ways his house is doing business differently from other houses and why. Then the new man must analyze his competitors and their goods, as thoroughly as he has analyzed his own house and his house's goods—putting the results side by side, so that he can make a clear comparison at every point.

The field-knowledge of a Sales Correspondent must be gained at first hand. To get a line on his customers that has any value, he must take a grip and go out into the field and meet them face to face. And a few weeks expense in doing this will pay for itself many times over in the greater results from the Sales Correspondent's letters. To be sure the time is spent to best advantage, have the new man write reports of the dealer's size, methods, habits, conditions, customs, problems, and general business attitude.

SUPERVISING CORRESPONDENCE

The principles of salesmanship as applied to letter writing have already been covered in the previous chapters of this book, but we can recapitulate from a slightly different angle by saying that a selling letter should have six things separately or in combination. An opening, a description, an argument, a persuasion, an inducement, and a "clincher" or "hook."

The *Opening* must get attention because it hits the strongest buying motive of the customer in a way that is full of human interest, has a man-to-man appeal or strikes a special point of mutual contact.

The *Description* must get the interest by explaining the proposition, outlining it enough to deepen the interest and prepare the way for the argument and persuasion to follow.

The *Argument* must convince through the compelling logic of the reasons presented.

The *Persuasion* must create a desire to buy through suggesting in a graphic word-picture the advantages you have to offer.

The *Inducement* must give reasons for action by making a special proposition or by putting the matter in such a way that it is very hard for the customer to refuse to do what is requested.

The "*Clincher*" or "*Hook*" induces action by making the act requested a very easy one for the customer to perform.

After the new Sales Correspondent has a thorough groundwork of theoretical knowledge he should be given letters to study that carry out the principles he has learned—letters that have proved most successful in actual use. The "Star" letters in this book are invaluable for this purpose for they give a much broader viewpoint than the letters of any one house possibly could. But they should be followed by a study of the most successful of the concern's own letters. Then the new man is ready to begin the actual work of correspondence.

Every letter the new Sales Correspondent writes for several weeks should go over the Sales Manager's desk for criticism *before*

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it goes out, until the number of criticisms becomes very few and the letters have acquired the man-to-man personal appeal that brings orders. Answering inquiries is usually the last thing a new man learns to do well. In checking up the new Correspondent's answers to inquiries, his chief should notice especially the promptness of the reply, the completeness with which he answers questions, and gives all information, and whether he makes a definite, clear proposition in a sales-getting letter that otherwise measures up to the test of correspondence salesmanship. Then for several weeks more the carbons of the new man's letters should be read by the chief until he is counted a well trained man, fit to be given a regular territory and checked up thereafter by his sales record of results.

Unless it is a strictly mail order business, each Sales Correspondent's territory should cover the territory of about four or five road salesmen, and he should co-operate with the salesmen in the towns where they call and should work direct through the mail the smaller towns that it does not pay the road salesman to cover. The letters sent out to prospects in large lists should, of course, be tried out first, on a small selected list wherever time permits, so as to test their effectiveness before sending them out in quantity. The methods of keying the different mailings by keyed addresses and variously colored or variously marked reply cards and orders are almost too well known to mention.

Whenever this weekly record of results shows a falling below normal in the work of any man the Sales Manager should go back over the Correspondent's letters and see wherein the fault lies. The incentive is important. A competition should be arranged between the men, with a yearly bonus or monthly prizes of a more nominal kind, with salary increases, based on the sales increase in each territory. Then once or twice a year the men should go out into their territories for several weeks of personal selling to keep them in touch with conditions, and keep them from forgetting that they are real, live, flesh-and-blood customers as their brother salesmen on the road.

POSTAGE

By F. W. ROSS

This analysis was made from the answers received in response to a canvass made to arrive at the comparative value of one- and two-cent postage for mail advertising campaigns. It covered both large and small houses in various lines of business and was thorough enough and extensive enough to make the information dependable and valuable. The final results coincide with the personal experience and observation of The Editors in mail campaigns which they have conducted.—NOTE BY THE EDITORS.

FORM OF QUESTIONS

1. Is your mail received by a mailing department? Yes. No.

2. Is it opened before being distributed to each department? Yes. No.

3. If opened, what is done with advertising literature, and one-cent circulars?

Are they sent to the proper department? Yes. No.

Are they mixed in with the regular correspondence or sent separate? Mixed. Separate.

Do the printed enclosures, that come with regular correspondence, remain with the letter until it reaches its final reader? Yes. No.

4. Does your secretary read your mail, giving you only the important letters? Yes. No.

5A. Do you look over the advertising mail matter to see what is offered? Yes. No.

B. Is it a policy of your house, that each department should look over the advertising matter that reaches it? Yes. No.

6. Are you doing any mail advertising? Yes. No. Which do you favor? One cent. Two cents.

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7. Do you find that unstamped return postal or envelope enclosures bring the same returns that stamped ones produce? Yes. No.

The following table shows the percentage for and against the various points brought out in this special form of questions, relative to the comparative value of one- and two-cent postage.

Question 1. Is your mail received by a mailing department? Yes 43%. No 57%.

The answers to this question indicate that practically all large concerns have a mailing department and many smaller ones whose lines of business require handling considerable correspondence. Most of the concerns answering in the negative are either small or their line is such that they handle comparatively little mail.

Question 2. Is it opened before being distributed to each department? Yes 81%. No 19%.

This shows that even in concerns where the incoming mail is not so very heavy, the mechanical work of opening up the letters is usually done by some employee who either distributes the mail or places all of it on the desk of the manager. The returns that show that the mail matter is not opened before being distributed, are from rather small concerns or in some cases are from tailors, hotels, etc.

Question 3A. What is done with advertising literature and one-cent circulars?

The general tone of these answers taken together with the answers to Question 5 indicate that there are extremely few business concerns who deliberately throw away advertising literature, without at least a glance of inquiry as to whether the subject matter would be of interest to them. (See explanatory paragraph at end of questions.)

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Question 3B. Are they sent to the proper department?
Yes 95%. No 5%.

Question 3B. Are they mixed with the regular correspondence or sent separate? Mixed 68%. Separate 32%.

It would seem from these answers that most of the concerns receiving large volumes of mail, handle the advertising literature mixed with regular correspondence, and those who do not generally receive large quantities, are about evenly divided in their methods of handling it.

Question 3D. Do the printed enclosures, that come with regular correspondence, remain with the letter until it reaches its final reader? Yes 90%. No 10%.

Question 4. Does your secretary read your mail, giving you only the important letters? Yes 23%. No 77%.

Most of those answering yes to this question are concerns that do a considerable amount of advertising, of the class that brings inquiries and naturally they would be inclined to separate that class of mail from their ordinary correspondence. As Question 5 shows that 97% at least, glance over the advertising literature, it shows that mail advertising would not only be effective on the 77%, but would also bring results from a good part of the 23%.

Question 5. Do you look over the advertising mail matter to see what is offered? Yes 97%. No 3%.

Question 6. Are you doing any mail advertising? Yes 90%. No 10%. What postage do you favor? 27% favoring one-cent postage and 73% two-cent postage.

Only about two-thirds have answered this question and most of these were answered with a preference and an additional statement that it depends upon the proposition and the subject matter presented.

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Question 7. Do you find that unstamped return postal or envelope enclosures bring the same returns that stamped ones produce? Yes 21%. No 79%.

This, like the above question, is generally accompanied by a qualifying statement which would seem to indicate that where it is desired to get the opinion of the recipient, or where the profits on the proposition are large enough to justify insurance against a possible lack of returns, it is desirable to put on return postage. Some of the largest advertisers in the country say that based on a comparative investment, the unstamped return postal or envelope is the most profitable. Owing to the diversity of opinions and considering the many conditions that have a bearing on this question, it is practically impossible to arrive at any definite, general conclusion.

The returns as a whole including the comments and the above percentages, conclusively show that a PERFECTLY reproduced typewritten letter, including signature and fill-in, will bring as good results under a one-cent stamp as it would under two-cent postage, providing it is going to a list of manufacturers or concerns that are either large enough to have a mailing department or whose line of business is such that their incoming mail is heavy enough to justify having an employee take care of the mechanical work of opening it. If a form letter is perfectly filled in and has either a pen signature or a good reproduction of a fac-simile signature, it receives the same attention as ordinary correspondence would from the recipient; the man it is intended to reach does not know whether it came under a one- or two-cent stamp. By this statement we do not mean that the average business man is "fooled" into thinking that you are writing him a personal letter, but if the work is well executed the letter

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goes right through with the regular correspondence, and inasmuch as the recipient is not suspiciously looking at every letter, it is read in the course of handling the correspondence for the day. Where letters are poorly executed they brand themselves at first glance as advertising literature and as a rule are handled with the rest of the printed advertising matter and would not have received any better attention under two-cent postage than under a one-cent stamp.

In sending perfectly reproduced typewritten letters to a list of small merchants or to firms whose lines of business do not bring a considerable quantity of incoming mail, in other words where the proprietor or manager does the opening, it is undoubtedly the best policy to use two-cent postage except in the cases where continued follow-ups are used and where the proposition is such that after the first two or three letters, the recipient will finally say to himself, "Here's another one of those letters"; in this case it would seem advisable to use one-cent postage after the first few mailings, for the man who would throw away the one-cent letter would also throw away the two-cent letter.

Experience has shown that where it is desirable to reach a department of a large organization, it can be done with practically the same results under a one-cent stamp as though the letter went out under two-cent postage. By addressing the letter to the department head personally, and only addressing the envelope to the firm, leaving all mention of the department off the envelope, the mailing department opens the letter, thus separating the envelope from the letter so that when it reaches the department manager he does not know whether it came under a one- or two-cent postage.

PART II

SPECIMENS AND EXAMPLES



James H. Russell

"THE BEST LETTER I EVER USED AND WHY"

EDITED BY JONATHAN JOHN BUZZELL

For convenience in referring to the notes and comments on letters contained in Part II of this book the following method is used: In the text the letters are referred to by page numbers. The comments on any particular letter may readily be found by noting the section number on the inside edge of the page opposite the folio on the bottom margin and then turning to the section indicated in the "Notes and Comments." In cases where series of letters appear, the comments on all the letters will be found under one section.

A GREAT deal has been said and written about letter writing as a lost art. To one who has studied the history and followed the growth of this now almost universal practice of promoting business by letters it is perfectly clear that whatever changes have come about have been in the nature of gradual development toward a more perfect art and a more tangible basis upon which that art is founded. Some claim letter writing to be a science, but that is true only so far as all art is based upon certain scientific principles. A letter constructed upon principles laid down in any set of rules, without the subtle infusion of art in the form of individuality or personality, would be utterly hopeless so far as its effect on the human emotions is concerned. It would be as frigid and uncongenial as a mechanical man. The more personality injected into a letter the better. In that personality lies the strength of the appeal. And just as any writer develops a strong individual style by a study of the different styles of all the great writers, so by close study of the styles embodied in these successful business letters, the letter writer may develop a strong and telling individuality in his own letters that will go far toward achieving the maximum pulling power.

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It is the purpose of this chapter, not to lay down a code by which letters may be written mechanically, but to furnish to the earnest student of salesmanship by correspondence a large number of successful business-getting letters that have actually been used by business houses—letters that have accomplished the purpose for which they were written, and that have been factors in the building up of solid business enterprises.

After many years of experience with letters in a great many different lines of business, during which time a large number of letters and facts about letters have been collected, the compilation of this book was undertaken. During these years the writer has unlearned many things. Hundreds of letters have been followed to an untimely grave. Here and there have appeared the real gems that have succeeded in justifying themselves. Many letters that "read well" failed to pull business. This suggests that there are a great many points besides the language used that are important elements in the construction of any letter.

In order to make this book as broad as possible in its scope requests were made for successful letters and opinions regarding them from leading advertising men and business houses throughout the country. This request met with a cordial response which justified the conclusion that there was a widely felt need for a book of this kind. These letters have been submitted as "The Best Letters I Ever Used" and although actual tabulated results have not been obtainable in some cases, these letters have been selected on account of some tangible reasons that place them above any others that have ever been used by the firms which have contributed them for publication in this book.

The practical business man for whom this book is intended will readily grasp the points made by each letter, and many interesting and valuable facts can thus be gained. Many adaptations of principles can be made, and in that lies the great value

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of this work to any one who would increase the efficiency of his own business correspondence. Many examples will be found that will flatly contradict some of the old ideas that are pretty well fixed in the minds of many letter writers of to-day. Not all the letters here produced are perfect specimens in every detail. The critic will find many letters that come far short of his standard of masterpieces. But, it must be remembered, masterpieces of business letter writing, as in every other field, are not commonplace—they are the exceptions. Many otherwise good letters fail of results because of faulty conditions of lists or of other details. On the other hand a mediocre letter may bring very satisfactory results if the conditions under which it is sent out are ideal or a close approach to the ideal. The writing of a perfect letter is by no means all that makes for the success of a mail campaign. The mailing lists, the mechanical details, timeliness, and many other points are each essential to the best results. Each of the letters that are used in this book has been left as it was originally used and each represents the ideas of its writer rather than those of the Editors. In this very fact lies the chief value of the work. It is not the exploitation of any one man's ideas of business letter writing, but scores of men whose experiences have been along different lines and under different conditions have contributed specimens of their most resultful letters. These letters are all of comparatively recent date, but as conditions change from time to time it should be borne in mind in reading them that what to-day is new and forceful to-morrow may become too trite to be of value.

The physician studies cases and thereby discovers remedies and methods of treatment, but he modifies and adapts his treatment according to the particular conditions. Individual judgment is the most vital factor in his success. It is equally valuable to the business man to study cases, but, as with the physician, his success in writing business letters depends upon

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his individual judgment in applying the knowledge gained by such study.

The higher the development of the art of letter writing by this method the more successful will become this branch of advertising, for it will create confidence in the public mind by elimination of those abuses of the letter privilege that are so common. A great deal of damage has been done in this way by attempting to make the writing of letter copy conform to the same rules that have been followed in the construction of advertising copy where display and illustrations are, or may be, used. Many attempts have been made to force advertising down the throats of the public by giving it the form of a letter with the letter left out. Many subtle schemes have been tried, but deception always disgusts and the legitimate letter suffers in consequence. With study of letter writing comes respect for the privileges of the letter and consequent improvement. Mere cleverness will not do. A letter may be infinitely clever, and possess all the points which are conceded to be essential in a good letter and yet be a failure as a puller because it *is* infinitely clever. Nothing can be so beneficial in overcoming this tendency toward mere cleverness as a careful study of the great letter successes, as few, if any, succeed by cleverness alone.

Many firms use what might be called "Good-will letters." It is not expected of these to bring direct results, but they are a part of the advertising scheme that helps the salesman or that helps in distributing goods through other channels. Many of the letters contained in this book are of this kind. And in studying them their motive should be kept closely in view. The letter itself should reveal its purpose. The letter that most readily reveals its mission is the letter that is most likely to achieve the object for which it is written. There is nothing so attention-compelling and so convincing of the sincerity of the writer of a letter as a legitimate and self-apparent reason

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for writing it revealed in the first paragraph. And this goes a long way toward putting the mind of the reader in a favorable mood for the arguments that are to follow in the body of the letter. Letters that conceal their message until the second or third paragraphs are reached must use greater force at the close in order to convince the curiosity seeker who reads to the end. Such letters have pulled remarkable results in some instances, but a close study usually reveals the fact that there is some influence outside the wording of the letter itself that is a strong factor in its success. Such letters often amuse—if we have time to read them—but they too often do no more than amuse. A letter may be pleasing and even humorous to a considerable degree, if it is saturated with the individuality of the writer, and will be all the more forceful and convincing on that account, but here again individual judgment must be exercised and only a careful survey of the conditions will show where humor may safely be used.

The subject of letter headings has been taken up in another chapter of this book, and their value and effectiveness as a part of the letter fully discussed.

In the belief that the effects that may be obtained by typography and the ordinary printing press are too little appreciated, considerable effort has been exerted to show in this work a large number of desirable styles produced from the type.

These headings have been set especially for this book by some of the best typographic artists in the country, and show a variety of styles in composition and type faces from which the discriminating business man may choose when making up a design for his own business stationery.

NOTES AND COMMENTS

SECURING ATTENTION

Letters which are strong in attention-getting values. Examples of various kinds of openings, such as the question, the anecdote, the headline, the news value, the humorous, the curiosity-arousing and the point-of-contact forms. These letters necessarily possess other strong features, but are placed here because they illustrate some of the best methods of approach. The letters in this and all the following divisions may well be studied for other features than those upon which each classification is based.

§1 On page 97 is one of two letters used by a large clothing house. They were productive of record returns, a fact which their writer says:

“Strikes me as unusual upon re-reading. I have written many letters which were infinitely cleverer than these—which had all the essential points of what we all agree to be a good letter—and yet whose records as ‘pullers’ have been very mediocre. All of which goes to prove that psychology and theory frequently fail when applied to advertising.”

§2 The letter on page 98 is intensely personal in its tone. The first paragraph furnishes the reason for writing and makes a point of contact between the writer and reader. In the body of the letter is a carefully prepared argument or selling talk well adapted to making a strong and telling appeal to the particular class to whom it was sent. The closing suggests action in a manner that should appeal from the reader’s point of view.

§3 On page 99 is a letter used by a crockery salesman on a list of western customers. The first paragraph furnishes the reason for writing and forms a point of contact. The body of

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the letter contains good sound argument for the goods and bids strongly for the prospective customer to postpone buying until he sees this unusual line of goods. It proved effective in increasing this salesman's sales several thousand dollars over the previous year.

§4 The letters on pages 100 and 101 open with paragraphs that set the reader thinking and give him a new viewpoint for judging the goods described in the next paragraphs. The letters were used by a concern that got most of its business through travelers, and these were two of a series used to mould the dealer's opinion and impress him with the desirability of handling the goods in order to pave the way for the traveler.

§5 The letter on page 102 was sent out by a large manufacturing corporation that sells its goods to farmers, and is commented on as follows:

"In preparing its form letters this company avoids all hobbies. We have no pet theories. We issue many millions of these letters each year with a twofold purpose—first, to create good will, and second, to sell our machines. In getting out these letters, we do not specialize for any types. We take it for granted that there will be enough normal-reasoning, clear-sighted, everyday people read them, so that we can ignore cranks, slipshod thinkers, penny-wise and pound-foolish types. In the same way that large credit houses have discovered that between 97 and 100 per cent of the public at large is honest, so have we been convinced that between 97 and 100 per cent of the American farmers have more or less intelligence. We do not go after the minimum class, that is, those between the 97 and 100 percent.

"A large corporation such as ours is subject to continuous attacks by interested parties, which would tend

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to create an impression unfavorable to us, irrespective of any basic grounds for such attacks. To offset these statements we frequently have recourse to form letters. These letters we try to make convincing, straightforward, and, as far as possible, we take the farmer right into our confidence. We call these our good-will letters. When we write a letter to sell anything, our policy is the same. We go in a straightforward way after a sale through a letter exactly as if we were talking to the possible purchaser. We do not try to put in any fine phrasing; we abominate conventional forms, and we rely entirely on good straight 'reason why' copy to make the sale."

§6 In the letters on pages 104 and 105 the first paragraphs form the point of contact between writer and reader. These are two of a series used to supplement the work of the salesmen. Their tone and brevity make them well adapted for this purpose, where the hard work of the selling talk is left to the salesmen.

§7 The letter on page 106 is a good example of a good-will letter with headline opening. It is frank in tone and should inspire confidence in the customer.

§8 On Page 107 is an example of the humorous form of opening paragraph. The same tone is carried throughout the letter and forms a human interest story. This letter was used by a firm that circularizes constantly and letters of this type are frequently sent out. This style is quite permissible when not overdone.

§9 The two letters on pages 108 and 109 were used by a manufacturer of office filing systems and were contributed by them as the most resultful of any they have ever used.

§10 On page 110 is a good example of a direct-hitting opening. It deals with a specific idea in a direct and brief way. This was one of a series and as such seems to be an ideal letter, but would not be so well adapted to any tailoring house not well known

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breaking into new trade. This kind of opening is usually effective and wastes no words in getting down to "brass tacks."

§11 The letter on page 111 uses the headline style of opening. It was intended for the advertiser who had been confining himself to a restricted campaign in a small territory or to the advertiser who does not feel able to pay the rate, but who is using a combination of other publications that cost more and reach fewer of the desired class. The letter on page 112 was originally written to answer a man who questioned the quality of circulation of this medium and was afterward kept and used as a form for answering the same class of objections. Many a good form letter has been evolved in this way.

§12 The letters on pages 113 and 114 are two that brought the best results for a directory company. The first one uses the question form of opening and the question is a direct one. In the second the opening is in the nature of a headline and depends on arousing the curiosity to read further.

§13 The "Night Letter" on page 115 affords a very striking example of pulling power. Its success is attested to by the fact that the orders received directly in reply to it amounted to \$1,600,000.

It has been the practice for a number of years for this firm to send off these telegrams on New Year's Eve, stating the exact condition of the underwear market and thus posting the customers, giving valuable information upon which they can act immediately. In most cases a response was received by return telegram at the expense of the firm, duplicating the order of the previous year or increasing it anywhere from 35 to 100 percent.

§14 Mr. S. R. McKelvie contributed the letters on pages 116, 117, and 118 as three which were unusually good producers of business. The one "Pigs is Pigs" produced a single order of \$436.80.

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§15 The letter on page 119 was used by a brokerage house and was unusually productive. There was a very high percentage of the cards returned and the sales from these inquiries were highly satisfactory. It has the tone of inside information without saying it in so many words and from that point of view would appeal to the investor.

§16 The letter on page 120 was contributed by Mr. D. M. Grover and commented on by him as follows:

“My aim was to bring out two facts: First, that mutual insurance was something which was not new to the citizens of Iowa and which furnishes sound indemnity; second, it was economical. It brought a high average of results.”

§17 The letters on pages 121 and 122 attempt to reach the prospect through some condition which has been selected by analysis as a vital point of contact on which to base the appeal. Both were good pullers though perhaps the former is a little too general and commonplace.

§18 The letter on page 123 was used to introduce a new line of cocoa through the mail. The opening is attractive and would lead any woman receiving it to read it through. It will be seen that the reader is led subtly through the selling arguments to the “string” on the free offer. The letter, however, pulled a large percentage of results.

§19 On page 124 is a letter that was very productive of results for a boys’ camp. The appeal was made to physicians to encourage boys in whom they were especially interested to go to a small camp whose advantages were such as to make it especially adapted to boys liable to be under the physician’s care. The letter is not written from the point of view that would interest a parent as there is no appeal to the heart side. It takes

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the practical viewpoint of the physician and results proved that this was the correct one.

§20 In the letter on page 125, note how the point of contact between writer and reader is made in the first sentence. This letter is written to a selected list and is a good example of what may be done if lists are classified and special letters written instead of making a general letter do for the whole list.

§21 The letter, page 126, is a good example of the short letter. The entire letter is scarcely more than an opening calling attention to an enclosure. Its record results were doubtless due to its brevity and to-the-point-ness.

§22 The letter on page 127 uses the story form of opening depending on securing interest through curiosity. This style of opening usually makes a good impression if it illustrates a point and if the recipient takes time to read it. In this case the short paragraphs make it look less formidable and this feature perhaps made it a good result-getter.

§23 The letter on page 128 is a good example of the question form of opening. The second paragraph states an incident that would naturally interest the class to whom this letter was sent. The question opens the way for the story which is told in a serious, convincing way throughout.

§24 On pages 129, 130, and 131 are three letters that were used by an enterprising newsdealer in soliciting trade in a select district. The quality of stationery used and the general tone of the letters would appeal to the more discriminating prospects addressed.

§25 The four letters, pages 132, 133, 134, 135, have openings which are attention-getting and at the same time not too "smart," and each harmonizes well with the remainder of the letter. Too often openings like these which are little more than headlines are far-fetched and not well connected with the body of the letter.

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§26 The letter on page 136 made use of a check for \$1 which applied on the first purchase under certain conditions. This would naturally attract attention and secure a reading for the letter. The letter proved a big business getter, and the return of the checks made it very easy to tabulate results. A list of those returning checks would also be a valuable new list to follow up with still further special offers.

§27 The letter on page 137 brought into the store over 50 per cent of the prospects to whom it was sent. It created the best sort of feeling and while open to criticism in many ways, proved to be a very valuable business-getter. The opening paragraph has the absolutely selfish viewpoint of the advertiser, yet is so put that the old customers to whom it was sent would doubtless take it somewhat in the nature of a compliment. The compliment is taken up again in the third, fifth and sixth paragraphs in such a way as hardly to be resisted by women. The fact that the letter would put the advertiser under obligation to any prospect who came to the store in response to it would make the prospect feel absolutely free to inspect the goods—it would then be up to the salesman, as it is in every case where an advertisement brings a prospect into a store.

§28 The two letters on pages 138 and 139 are commented on by Mr. Frederick W. Aldred as follows:

“These letters were carefully filled in with names of customers. The linen letter was written to a picked list of twelve hundred women, all of whom were known personally to the signer, our Vice-President. The results would not have been so great, of course, except that this is done annually. Nevertheless, we have done a tremendous volume of business in fine linens during this sale and at times women have had to make appointments ahead in order to get the attention of the signer.

LETTERS THAT MAKE GOOD

"The second letter (page 139) pulled so hard, and that from the very best class of women in the state, that we were obliged to put up a fence on the stairway leading to the Trocadero and let women in and out by small groups. Our sales, of course, were tremendous for a store of our size.

"The open sesame to good letter writing is the phrase 'You versus I' which instantly with compelling force impresses upon one while writing the fact that the other fellow's point of view is all important and mine of absolutely no importance whatever, except in so far as I can change my point of view to his and direct the latter to the results aimed at, whether these results be buying goods, speaking at a dinner, voting for a candidate or doing a favor.

"This is as true of personal and friendly letters as of business letters, altho not always apparently so for the reason that you, as a friend, may be intensely interested in my personality, thoughts, and experiences; while you as a business man are only interested in business letters for the direct bearing they have on your business interests or professional pursuits."

§29 The quotation used in the opening of the letter on page 140 would be sure to interest the class to whom it was sent. It deals with technical questions while the letter on page 141 talks mere quality. The contrast between these two letters emphasizes the importance of getting the prospective's viewpoint and making the letters personal.

§30 In the letter on page 142 the point of contact is made in the personal question in the first paragraph. The attention of the reader can nearly always be held by mentioning some former transaction or incident that will connect the reader's mind with the business to be taken up.

LETTERS THAT MAKE GOOD

§31 The rather unique way of typing the letter on page 143 brought many comments and more orders. It proved that an occasional letter will attract attention on its appearance, especially if the form is so pleasing and so easy to read as this one.

§32 The letter on page 144 was contributed by Mr. Edw. S. Babcox as one unusually productive of results in advertising a recipe outfit to women. A specific instance is an order written on the margin of the letter and received more than two years after the letter was sent out. The letter opens with a testimonial, which is, if the testimonial be brief and strong, a very good way of getting interest. In this case the testimonial states something specific and descriptive. The body of the letter is plain and convincing, and the close suggests definite and immediate action.

On page 145 is another letter from the same source. The opening paragraph is frank and therefore unique. This very point would win for it a reading in a great many cases. The frank tone is maintained throughout, and altogether the letter is one that should inspire confidence.

§33 The letter on page 146 has the news value opening which would be sure to get attention. This opening gives opportunity to make the letter personal in its tone and this has been taken advantage of in this case.

§34 The two letters on pages 147 and 148 use the question form of statement for emphasis. The first letter would appeal to the business man who was uncertain as to the best filing methods for his needs, and would bring the desired inquiries. These two letters brought a large amount of business for a branch office of a filing cabinet manufacturer.

§35 On page 149 is a letter used to follow up notices in the trade papers. This furnishes a reason for writing and makes the letter personal. The results from this letter were probably due more to the plan than to the letter itself.

LETTERS THAT MAKE GOOD

§36 The three letters on pages 150, 151, and 152 were big producers for a manufacturer. The first two use the anecdote form of opening. The first paragraphs are too long to attract the busy man, but are more permissible in this form of opening as it allows of the whole story being told at once. The third letter uses the curiosity-arousing headline opening and then comes right to the selling talk.

§37 On page 153 is a letter that was sent out by a manufacturer to farmers, and which proved to be a big result-getter. This letter makes use of the headline opening paragraph in a very effective way. The writer of this letter has the viewpoint of the prospective and shows him, as the opening paragraph suggests, how to accomplish the ends he has in view.

§38 On page 154 is a letter sent by a large manufacturer to a list of farmers and which proved to be very efficient in bringing results. It is written from the right point of view and is an excellent example of the kind of letter that should appeal to the farmer who wishes to progress along the lines of modern efficiency.

§39 The letter on page 155 opens with a paragraph intended to arouse curiosity as to the application of this much told story. This opening is adapted to good-will letters of this sort but is scarcely strong enough for pulling direct replies.

§40 On pages 156, 157, and 158 are three letters used by trade journals to sell advertising space. They open from the reader's point of view and are straight-selling talk throughout. The first two close with a strong bid for action, the other takes the attitude of a mere fertilizer for more vigorous suggestions to follow.

§41 The letter on page 159 makes a point of contact with the reader by introducing some letters from other advertisers. Such use of facts always makes a strong letter.

§42 The two letters, pages 160 and 161, were contributed with the following comments:

LETTERS THAT MAKE GOOD

"The longer letter (page 160) we sent out first some time ago when the interest in tariff revision was at its height. We began by using it in Kansas City where it made such a favorable impression that it was finally sent to nearly all of our branch cities. In Kansas City it was mailed to about 1,000 automobile owners. It eventually pulled into the branch more than 200 new customers.

"The other letter (page 161) approached the subject directly and brought splendid returns.

"We are great believers in circularizing by letter under first-class postage. We make it a point never to send out a letter unless we have something to say that is of real interest to the recipient. We nearly always enclose a return postcard and according to the kind of letter count on from 10 to 33 percent of responses. We believe it is safe to say that no other one form of advertising has brought us the direct returns in dollars and cents that we have received from our circularizing during the past two years."

§43 The letters on pages 162 and 163 were good pullers for this firm. A point of contact is made in the opening paragraphs in each letter which makes them appear personal.

§44 The letter on page 164 is strong in imagination. It aims to create irresistible desire by its tempting descriptions. It is in no way personal and depends for its point of contact on the chance that some of the delicacies described will appeal to the reader.

§45 The letters on pages 165 and 166 are characteristic of all that are sent out by this firm. They are believers in a distinctive style and in brevity. They always use the firm name instead of the usual "we" in all letters.

LETTERS THAT MAKE GOOD

§46 On page 167 is a letter that went out about the time of the occupation of Vera Cruz. It was not expected that it would bring direct results, cumulative advertising being the object as similar letters are constantly being sent out, but it pulled six per cent of replies requesting further information.

§47 The letter on page 168 is one that would naturally appeal to the dealer who feels the competition of mail order houses. This big pulling letter was written by Mr. Louis V. Eytinge and is one of a series used by this firm.

§48 On Page 169 is a letter that proved very successful in getting business for an advertising service. It was sent to retail merchants in localities where the mail order houses would naturally be their great competitors. The opening paragraph gets right down to the question which is of great interest to the recipient. This letter was written by Mr. Louis V. Eytinge.

§49 The letter on page 170 is one used to follow up inquiries for catalog. This opening is sure to get the letter read by anyone who has sent for a catalog.

§50 The letter on page 171 makes its appeal through quality and the opening is one that would hold the attention of any reader. It carries the short paragraph to extremes but is easily read and such a letter is usually a distinct relief in the mass of ordinary formidable appearing letters.

§51 On page 172 is a letter that proved very effective for the firm using it. It is one of a series that is sent at intervals but each letter deals with a different article. The question opening paragraph arouses the curiosity and in the second paragraph the proposition of real interest is made. It will be read through in the hope of finding a means of making more profit from the corn crop. This is an unusually well balanced letter.

§52 The letter on page 173 brought 35 per cent of replies from a list of business men. It was not filled in and was originally a one-page circular letter sent under a one-cent stamp.

L. ADLER, BROTHERS & Co.

MAKERS OF

ADLER ROCHESTER CLOTHES

ROCHESTER, N. Y.

BY THE
E. PRINTING COMPANY
ON, MASS.

Dear Sir:-

Let's get shoulder to shoulder and boost Spring and Summer business.

Let's make this a big year. We can do it - together. But we've got to get action - very soon too.

Men, everywhere, are beginning to think of buying clothes. It's up to us to sell them.

You are handling the best value clothes in town. You ought to sell every man whose custom is worth while. You can!

You have newspaper space at your command. Print your arguments. Men want to be convinced.

Beginning with the \$3600 page in Saturday Evening Post, March 25th, we're telling them what kind of clothes we make.

You can very economically make this page yours - and each page of every publication we use thereafter - by advertising that you sell * * * * * clothes.

Will it pay? Well, try it and see! Remember, we're working with you, and for you.

Sincerely yours,

PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE

BOSTON

SET IN COPPERPLATE GOTHIC SHADED
LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Having in mind the fixtures you secured here some time ago, it has occurred to us that perhaps you might like to examine a copy of our new Portable Lamp catalog for the season of 1911-12 in advance of its general distribution.

Many of the designs are exclusive, and to be had only of us. Hence, although the illustrations have been confined to inexpensive and medium-priced suggestions for portable lamps, yet they offer many a pleasing hint of the extent and variety of our complete line, which includes many lamps so individual and distinctive that only one of a kind are offered for sale.

Portable lamps make ideal holiday, wedding, and birthday gifts. We therefore suggest that you visit us in the near future, and see if the line of drawing room, reading, and desk lamps on display in our Fixture Studios will not help you to solve the always perplexing gift problem--solve it with a minimum of bother and a maximum of satisfaction.

Sincerely,



WRIGHT-LEAVENS COMPANY

WHOLESALE

CROCKERY · CHINA · GLASSWARE



No. 54 WASHINGTON ST., NORTH

Buffalo, N. Y.

IN DELLA ROBBIA DELLA ROBBIA ORNAMENT
CAN TYPE FOUNDERS COMPANY

Dear Sir:

When you bought from us last year you will remember what I said about our new German buyer, and what great things I expected of him.

He has more than made good. When I arrived in Boston last week and saw the enormous number of entirely new and striking decorations that he has brought over I at once thought of you, for I know that you will be just as enthusiastic as I am over this new line of popular price goods.

This new German buyer is an American and spends most of his time studying the demands of the American market. He knows just what the buying public wants, and he has shown remarkable ability in his selections. The extent and variety, the delicate tintings and beautiful shapes of this new line will please you and your customers just as much as it pleases me--it is well worth waiting for.

Each year for five years I have been improving my line, always making careful selections to meet the requirements of my trade, and now that I am coming to know your wants better I am confident that this year you will say * * * * * has the best line of popular price goods you have ever seen.

I am now busy selecting samples for my Import trip and will see you as soon as I can. It will pay you to see my line before ordering, for it means greater satisfaction to you and your trade.

I am thankful for past favors and wish you a big 1912.

Yours very truly,

PARRY MANUFACTURING COMPANY

THE LARGEST CARRIAGE FACTORY IN THE WORLD

BUGGIES, SURREYS, PHAETONS, DRIVING WAGONS

SPRING WAGONS, DELIVERY WAGONS AND CARTS

INDIANAPOLIS, IND., U. S. A.

SET IN BOSTON GOTHIC AND LINING GOTHIC
THE H. O. HANSEN TYPE FOUNDRY
BOSTON AND NEW YORK

Dear Sir:-

Are you "fussy" about the gear work on the buggies you sell?

Then look into the features we are offering on the 1912 * * * * * line. You'll be proud to offer them to your trade, Mr.-----, just as we are to call your attention to them.

In the first place, the wheels and all the gear work are thoroughly seasoned hickory - the clear, tough kind that grows right here in Indiana. It's the best in the world, and other builders from Maine to Missouri come here for it.

Axles; They're one piece - made from one bar of steel. There is no weld. Did you ever notice that most of the axle breakages are at the weld?

Springs; oil tempered, elastic and scientifically graded. They are not stingy in length either - thirty-six inches on most work.

Fifth wheels; Twelve inches wrought on all "A" and "B" work. Malleable used on "C" grade.

Clips, bolts, etc., are all wrought - reaches are cross and diagonally braced.

Think how easy it is to investigate!

Yours truly,

S. C. PARRY, PRES.

E. R. PARRY, VICE-PRES.

L. D. GUFFIN, TREAS.

T. H. PARRY, GEN'L Supt.

A. M. PARRY, SEC.

PARRY MANUFACTURING COMPANY

BUGGIES SURREYS PHAETONS DRIVING WAGONS
SPRING WAGONS DELIVERY WAGONS CARTS

ADDRESS ALL LETTERS TO
PARRY MFG. CO., INDIANAPOLIS

THE LARGEST CARRIAGE FACTORY
IN THE WORLD

INDIANAPOLIS, IND., U. S. A.

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Dear Sir:-

As a dealer you are a buyer of work as well as a seller.

In your role as seller you find that the people with whom you deal usually have two mighty well defined ideas when they buy buggies. They want good goods and they want low prices. Some are more interested in the low prices; others make quality the principal consideration - but all want both.

Here's how we meet the demand -

We go into the raw material markets and make purchases in immense quantities. That's one big saving. The raw stuff comes to us in car quantities - that means no leakage for transportation. We work it up under the most systematic methods that a corps of the world's best manufacturing experts can devise - more saving. It is done in a factory that is known throughout the land for its completeness, comfortable appointment and excellent arrangement. From the time the steel is refined and the oak and hickory are milled out of the log, until they come together in the finished vehicle, there is no opportunity for waste.

We do the economizing for you - the price proves it.

Yours truly,

International Harvester Company of America

(Incorporated)

Champion

Deering

McCormick

Milwaukee



General Offices at Chicago, U. S. A.

SET IN DORSEY AND DORSEY EXTRA CONDENSED
VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

You can't do very much with 2 cents nowadays, especially in some directions. In these times of excessively high prices it wouldn't buy much food, but 2 cents spent in a certain way will do more than you realize.

Spent in hired men's wages, 2 cents would get you practically nothing. Supposing you had a chance, however, to get a hired man who would--

Grind 6 bushels of corn for 2 cents

Pump 3,000 gallons of water for 2 cents

Cut 1 1/2 tons of ensilage for 2 cents

Shell 40 bushels of corn for 2 cents

Separate 800 pounds of milk for 2 cents

Run your spraying outfit for a couple

of hours for 2 cents--

you would jump at the chance to get this man, wouldn't you?

We are offering you one now. An I H C gasoline engine will do these things at a cost of 2 cents for fuel. Can you get an equal amount of work done by any other means for the same money?

This is because each tiny drop of gasoline is an ocean of energy, and an I H C gasoline engine transforms more of

International Harvester Company of America

(Incorporated)

General Offices at Chicago, U. S. A.

Champion

Deering

McCormick

Milwaukee

Plano

PRINTED BY MEMBERS OF THE LITHO FAMILY
AMERICAN TYPE FOUNDERS COMPANY

-2-

this energy into actual, useful work than any other engine built.

We might mention more about the actual economy of operating an I H C engine, but there are other important things to be considered. There is the release from the worries of the uncertain hired help problem. Isn't it worth something to have an absolutely dependable power at your command day or night, summer or winter, in-doors or out-of-doors--a power that will work for you this year and for years to come?

It will cut short the time you now spend over many a hard, disagreeable, unprofitable task, and give you more time for leisure and pleasure.

An I H C engine is one of the most potent factors making for a better, easier and more profitable farm life.

We have an attractive engine catalogue reserved for you. It describes the I H C line fully. Wouldn't you like to look at it? Say the word and we will cheerfully send it.

Yours truly,

Midland Glass and Paint Company

Glass, Mirrors, Paints, Brushes

Frank W. Judson,
Secretary and Manager

Eleventh and Howard Streets
Omaha, Neb.,

SET IN TYPO UPRIGHT BOLD
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Our Mr. * * * * * left with you an art glass catalogue the last time he visited * * * * *. We want to keep in close touch with you on this particular line, for we feel that by working together on this subject we will be able to give better value in art glass than you have been able to obtain elsewhere.

Art glass, like any other article, changes in style, and the art glass to-day differs materially from the art glass of five years ago. We are prepared to carry out any color scheme or design to conform with the architecture of the house, a point that is worthy of your consideration.

The next time you have a particular job, wish you would let us figure on the art glass and give you the benefit of our experience in this line.

Yours truly,

Midland Glass and Paint Company

Glass, Mirrors, Paints, Brushes

Eleventh and Howard Streets

Omaha, Neb.,

TYPE IN CASLON TEXT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

'Tis to our mutual interest to discuss fully the proposition made by our Mr. * * * * * wherein he urged you to take up the sale of * * * * * paint and act as our distributor in Idaho Falls and vicinity.

We have made overtures to you, for we believe that you appreciate the superiority of * * * * * paint and will make for us the best distributor. You will identify yourself with the most progressive line of paint on the market and we believe you will give us the best outlet as general western Distributor.

The paint story is a long story, but, briefly, it resolves itself into co-operation between the distributor and the manufacturer. The best brand of paint on the market unless properly advertised will meet with a limited sale. For this reason we know that you appreciate the advantage and the benefits you will derive in identifying yourself with the best advertised line in the country. Mr. * * * * * will go into details fully on the subject the next time he calls.

Yours truly,

The B. F. GOODRICH COMPANY

MANUFACTURERS OF ALL KINDS OF THE HIGHEST GRADES OF

Rubber Goods

Chicago Philadelphia
Cleveland St. Louis
Kansas City Minneapolis
Indianapolis Pittsburg
Mexico City
London Paris

Our products are handled
in New York, Buffalo and
Boston by The B. F. Good-
rich Co. of New York.

Agencies in
Seattle and Portland

Akron, Ohio.

SET IN BOOKMAN OLDSTYLE CAST PANEL PIECES
AMERICAN TYPE FOUNDERS COMPANY

CO-OPERATION.

Dear Sir:-

This word "co-operation" is one of the finest, strongest meaning words in the English language but it is so calloused from hard and free usage that you have to dig under the skin in order to find it if it is the Simon pure article.

The next time it is passed on to you as an incentive to join forces, forget the glamour of the word and ask yourself -

How much of a help has this would-be giver of co-operation been to me in the past?

Where are the specific instances showing my cause championed - my business interests advanced by the past actions of this would-be foster brother?

Is there sufficient evidence of absolute impartiality, good faith, good goods?

Does the leopard change its spots?

Now as pertains to the case direct. We have not all of a sudden seen a new light. We have no new argument or new brand of confidence to offer. Ours is the same Goodrich method that has been in force from the beginning of the tire industry. It has made friends, made business - good business for all concerned. It is built on confidence with the knowledge that confidence begets confidence and that increased power and momentum are bound to follow.

Co-operation! It is a good thing. You need it. We need it. But remember that for you it should be something more than a promise, something more than a new name or untried organization, something more than mere shouting from the house-tops.

Old friends are best.

Yours truly,

Seamans & Cobb Company

Importers, Manufacturers, Converters.

174-180 Lincoln Street

Boston,

Y IN TYPO SLOPE AND TYPO GOTHIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

His name was Smartam and he wore whiskers.

Name, whiskers, and all considered, he was an unusual individual even for those days, but as the intervening years have painted his portrait on the canvas of our memory, we gaze, reflect, and insist that had he lived in these days, instead of being a country school teacher he would constitute one entire show, and that a headliner act in vaudeville.

One night in every thirty during the winter term we would assemble at the schoolhouse for a "debate."

"Resolved," something or other, it did not make much difference what, so many on the "affirmative," so many on the "negative," and then for two hours it was a miniature United States Senate, the only discernible difference being that we were not paid for doing it.

The only thing that we can remember about Smartam or the debates that really stuck by us, the only thing that proved of any lasting benefit, was Smartam's oft repeated injunction, "After you've made your 'p'int' quit talkin'. The more you say after that weakens your case."

We think by this time we have made our "p'int" with reference to * * * * *. Too much reiteration simply results in irritation. Once again, therefore, and the last time for the present at least, we say that in any place where you are using a silk thread, you can substitute * * * * * at a saving in thread cost of 75%. That it is being largely used, we simply mention one city as proof (St. Louis) where 95% of the shoe manufacturers are using it with great satisfaction in the place of silk.

We enclose still another postcard, respectfully asking you to return it to us requesting samples.

Very truly yours,

The Shaw-Walker Co.

FILING DEVICES AND SUPPLIES

SET IN CASLON TEXT AND REGUT CASLON
AMERICAN TYPE FOUNDERS COMPANY

Muskegon, Mich.

HAS IT STRUCK YOU
IN JUST THIS WAY?

Dear Sir:-

If you saw an employee throwing fifty-cent pieces out of the window, you would be "jarred," to say the least.

But you will say: "It can't happen." No, not in just this way, but are you quite sure that - as seconds and minutes represent dollars and cents - you are not losing more than the equivalent in time because some particular part of your office work is not handled in the most efficient way?

In one case, the loss would be quickly detected and instantly stopped, but in the other, the leak might go on unchecked for weeks, or months - even years. THINK IT OVER.

"Scientific Management in the Office," a little booklet we have just issued, points out a few possibilities along this line and shows some of the different channels through which time slips away, business is lost and money wasted.

If you would like a copy it will be sent, with our compliments, upon return of the postal enclosed.

IT PAYS TO INVESTIGATE.

Yours truly,

THE SHAW-WALKER CO.

FILING DEVICES AND SUPPLIES

BLE ADDRESS, "Shawwalk," Muskegon

Muskegon

IN CLEARFACE DOTHIC QUADRUPLE CAST SQUARES
RICAN TYPE FOUNDERS COMPANY

CAN YOU GET IT
WHEN YOU WANT IT?

Dear Sir:-

When you want a letter, an order, an invoice, or any office record you want it QUICK.

It may mean a thousand dollars, some day, to be able to find instantly Brown's quotation, Smith's order or the copy of Jones's letter, for on this particular record may hinge an important decision.

You have, perhaps, already installed a filing system to take care of such problems, but is it thoroughly efficient - does it enable you to get what you want when you want it - INSTANTLY?

Every business man to-day seeks to keep abreast of the times and wants to KNOW the latest and best methods devised to promote efficiency and save work.

To meet the widespread interest in more efficient office methods we have issued an interesting booklet covering the field of VERTICAL FILING, of which we have made a specialty for many years, and we shall be pleased to send you a copy, upon return of the postal enclosed, without any obligation whatever on your part.

IT PAYS TO INVESTIGATE.

Yours truly,

Newman Tailoring Company

"Clothes of Quality"



287 FULTON STREET

Brooklyn, N. Y.

SET IN INLAND COPPERPLATE AND TYPO GOTHIC COLLINS FLORET
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

No two men are alike.

You have individual requirements in dress. You want clothing that will add to your appearance, not detract from it. Here is where tailoring skill comes in.

The designing in our shops is under the personal direction of a member of the firm, who devotes all his time and energy to this work. He has an enviable reputation for producing clothing of rare distinction.

Making--not selling--clothing is our business. If a garment is made right it sells itself. If we make you one suit you are sure to come to us when you want another.

If you desire to have the best there is, come in and see us.

Yours very truly,



Successful Farming



SUCCESSFUL FARMING PUBLISHING COMPANY

T. MEREDITH, Publisher

Des Moines, Iowa

IN STRATHMORE OLDSTYLE VERSATILE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs:-

SPREAD OUT!

Don't be content with doing business in your own town! Don't be satisfied with the trade of your neighbors in your own county! Don't limit your ambition to state wide markets!

You have as good a right to the trade of all the north central states as any one has. Manufacturers from every state in the Union sell their products in Iowa. Don't be on the defensive! Be aggressive. Carry the fame of Iowa made goods into other communities.

Iowa is known as a farming state. Don't apologize for that, boast about it. Make it the foundation on which to build a high tower of confidence that shall carry the beacon light of your trade mark and the Iowa trade mark to guide the farmers of the North Central States to your factory doors through the regular channels of trade.

More than 500,000 of these farmers in the great agricultural heart of the country of which Iowa is the center, have subscribed for * * * * *, an Iowa farm paper, because we have acted on the advice we are giving you - we have their confidence because we have made good to them.

We are in a position to introduce you to these 500,000 farmer friends of ours. They know that our introduction carries with it our guarantee of fair dealing on your part for we will not carry the advertisement of a dishonest firm any more than we would introduce a known thief to our bankers.

If you do not receive * * * * * write for sample copy and advertising rates. * * * * * reaches more prosperous farmers in the north central states than are reached by any other advertising medium of any kind.

Yours very truly,

Successful Farming

SUCCESSFUL FARMING PUBLISHING COMPANY
CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY
N. Y. OFFICE 150 NASSAU ST. CHICAGO OFFICE FIRST NATL. BANK BLDG.

SET IN BEWICK ROMAN AND CHAUCER TEXT
CHAP-BOOK GUILDONS
AMERICAN TYPE FOUNDERS COMPANY

DES MOINES, IOWA

Dear Sirs:-

A very large percentage of our old subscribers are sending us renewals of their subscriptions for two, three, five and even ten years.

They must like * * * * *.

The places of those who do not renew are filled up by other farmers whose subscriptions are sent in by our old subscribers when they send us their own renewals.

They recommend * * * * * to their friends.

Aside from renewals from old subscribers and the subscriptions sent in by old subscribers, we secure our subscriptions from lists of people who have bought buggies or farm implements or seeds or incubators or similar things because they saw them advertised in farm papers.

They are valuable additions to our subscription list.

These are paid subscriptions - paid for by the person whose name appears on the list. We will match their buying power, thousand for thousand, against the buying power of the subscribers of any publication of general circulation in the United States.

We can safely recommend that kind of a subscription list to advertisers.

Yours very truly,

ATLANTA CITY DIRECTORY Co.

Bell Telephone M. 1161 and 3026

61 1-2 E. ALABAMA STREET

ATLANTA, GA.

LEARFACE GOTHIC MONOTONE BORDER INLAND BORDER
TYPE FOUNDRY COMPANY

Gentlemen:-

Could you use the services of a most faithful, insistent, polite, tireless, never-lose-an-order and always on-the-job salesman: one who will work accurately and speedily, day and night every hour of the year without prompting, pushing, or perquisites?

We can furnish you such a salesman. It is The * * * * thru its "Classified Business" department.

This Classified Business Department is the only complete "Buyers Guide" obtainable of the City of * * * * *. Every buyer, be he stranger or citizen, must consult it if he would know who is selling what he wants to buy: or obtain the most and best for his money.

If you are represented in it, under such classifications as would cover your business, you will surely get many chances to sell your goods that you may miss if not represented.

Each classification is equivalent to a salesman: or an open door, thru which the world can buy your goods.

The cost of each classification or salesman: or open door, with your name in black type is only \$2 a year.

We enclose a sample illustrating the service we offer you: while this shows many different classifications grouped on one page, they would when published in the City Directory appear in their proper alphabetical position throughout the Classified Business Department of over 100 pages and in correct place to guide the prospective buyer into your store.

The * * * * * City Directory is consulted over five million times a year: don't you think that it would be worth \$2 a year to have a chance at that many opportunities to do business? If you do, ring up M. 1161.

Respectfully,

BELL TELEPHONE M. 1161 AND 3260

ATLANTA CITY DIRECTORY CO.

MAILING LISTS FURNISHED

OF ALL VOCATIONS IN ANY PART OF THE WORLD. CIRCULARS ADDRESSED AND MAILED
CURRENT DIRECTORIES OF ALL IMPORTANT CITIES IN THE UNITED STATES
AND CANADA, ALSO SOME OF OTHER COUNTRIES, ON FILE FOR
THE FREE REFERENCE USE OF PATRONS

MEMBER ASSOCIATION
AMERICAN DIRECTORY PUBLISHERS

61½ E. ALABAMA STREET

ATLANTA, GA.

SET IN ENGRAVERS SHADED AND CARD MERCANTILE
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

One million readers a day for \$14.00. Are you interested?

On April 10th we made you an exceptional advertising offer: to cover all the cities of America for you, on one order and one electro.

We know the offer is large, but we also know the cost is small, and we know the service is good, because it reaches the best class of people in the world: the office and store workers of America - the very people who buy your goods.

We can offer you one million (1,000,000) money-making and spending people every day, who will READ your advertisement, at the most favorable time for you - the time when they are in the buying mood - when they need your goods - when they have all the facilities for buying at hand - the Telephone, Bookkeeper, Stenographer, Clerk, Check Book, and Office Boy, the combination is perfect: and it holds good every minute, of every hour, of every working day in the year.

You can try this service in one town in one State, or in all the towns of all the States, at a cost of from \$10.00 up.

Compare our cost with that of any other respectable printing advertising medium.

Compare our readers, the Merchants, Lawyers, Physicians, Ministers, Buyers, Bookkeepers, Credit Men, Stenographers: in a word the entire progressive commercial element of America: with those of any other medium - then send us your first order you'll repeat - we know it.

Respectfully,

NIGHT LETTER

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA

INCORPORATED

CABLE SERVICE TO ALL THE WORLD

ERT C. CLOWRY, PRESIDENT

BELVIDERE BROOKS, GENERAL MANAGER

RECEIVER'S No.

TIME FILED

CHECK

ND the following **NIGHT LETTER** subject to {
e terms on back hereof which are hereby agreed to }

..... Dr. to The Western Union Telegraph Co.

Message to by dated 191

of Words Rate Amount \$

(Sgd.) SENDER

Dear Sir:-

SPOT COTTON FIFTEEN AND A HALF CENTS TO-DAY. TEN CENTS
IS BASIS OF OUR PRICES FOR FALL NINETEEN ELEVEN ON "MERODE"
AND "HARVARD MILLS" HAND-FINISHED UNDERWEAR WITH NO CHANCE
IN QUALITIES, FINISH OR FABRIC.

MILLS OUTPUT LAST SEASON LARGER THAN EVER BUT IMPOSSI-
BLE TO KEEP AHEAD OF DEMAND. YOUR URGENT CO-OPERATION
NECESSARY TO INSURE PROMPT DELIVERIES.

WIRE AT OUR EXPENSE YOUR ENTIRE WANTS. GIVE DETAILS
TO SALESMAN, NOW ON ROAD.

Yours truly,



The Nebraska Farmer

EDITORIAL AND BUSINESS MANAGEMENT BOTH DIRECTED BY S. R. McKELVIE

Published Every Week • Member Associated Farm Papers



Lincoln, Neb.

SET IN CLOISTER BLACK, NEW CASLON AND NEW CASLON ITALIC
ART ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

"Pigs is Pigs":

Some pigs "is" scrubs. Other pigs "is" \$7.10 per owt.

These "other pigs" are the kind grown down on the * * * FARMS in Clay County. Fifty-five head of twelve-months-old porkers--Poland Chinas grown and fed upon the old * * * * * homestead--sold at St. Joseph, Mo., recently for \$22.17 per head, the price per hundred pounds being \$7.10, which was the top of the market for that day.

This is simply one instance in dozens of times that the Poland Chinas from the * * * * * farms have topped the market. SAM * * * * * President * * * * * Company, is the oldest and most successful breeder of Poland China hogs in Nebraska to-day. He has been at it for over twenty-five years now, and to this day he takes as much pride in his farm and live stock as any man ever did.

I am telling you this because I want you to know that the * * * * * is owned and edited by farmers--actual farmers--pure bred farmers--farmers who have earned the name of toiling in the soil and amid the fields and live stock and have made a success of it.

You know mighty well that the farm paper which is thus ably edited is read from "kiver" to "kiver" by the very best class of farmers, and they have confidence in its teachings, and in its advertisers as well.

Very respectfully yours,

Member Associated Farm Papers

Established 1869—Issued Weekly

The Nebraska Farmer

UNDER THE EDITORIAL AND BUSINESS MANAGEMENT OF S. R. McKELVIE

York Office, Fifth Avenue Building
Chicago Office, Steger Building

Lincoln

✓ CLEARFACE AND CLEARFACE ITALIC
✓ TILE ORNAMENTS
✓ CAN TYPE FOUNDERS COMPANY

Dear Sir:-

THIS IS A CIRCULAR LETTER-but don't you dare "ditch" it.
LISTEN!

By judicious placing of his advertising, * * * * * of this city has built up the largest lightning rod business anywhere. In fact, I believe he sells more rods than all other manufacturers combined. He sells entirely through dealers by first creating a demand amongst farmers as a result of advertising in high class farm papers.

Recently, Mr. * * * * * received the following letter from * * * * * Bellwood, Neb.: "I have been reading your ad in the * * * * *. The publisher of that paper guarantees all his advertisers." And he enclosed with that letter the order for rods for his buildings, paying Mr. * * * * * more for his rods on the strength of this guarantee than he would have had to pay the local dealer of another concern.

I guarantee the reliability of * * * * * advertisers. And it pays me as well as the advertiser. I have had to make good a few losses, and I have thrown out of the * * * * a few large advertisers who could not stand investigation. But you can bet your old hat that with the guarantee which appears on the editorial page of the * * * * * each week, the reliability of every advertiser is pretty thoroughly investigated before he is admitted.

Is it worth any more to you to have your advertisement in a publication which eliminates all medical advertising, all fake stock selling schemes, all irresponsible and unreliable advertisers, and GUARANTEES THE RELIABILITY OF ALL ADVERTISING THAT IT ACCEPTS?

If it is, you know where to find us.

By-the-way, Nebraska has the finest crop prospect ever known in the history of the state. Big Doin's. Fine rain last night.

Yours cordially,

THE NEBRASKA FARMER

NEW YORK OFFICE, Fifth Avenue Building



LINCOLN, NEB.

SET IN MEMBERS OF THE CENTURY FAMILY TWENTIETH CENTURY ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

My Old Friend and Neighbor:

I address you in this way because having been born in Clay County, and lived there the first twenty-one years of my life, I feel a sort of first interest in everyone who gets his mail at Fairfield, or Clay Center, or any of the other towns around there. Yes, Sir, I think "Old Friend and Neighbor" is the right term.

. What I started out to tell you is this: Since I left the Old Farm down there I've been pluggin' along in the farm paper business. I'll have to admit that it hasn't been smooth sailing all along the line, but I've now got a paper of my own--anyhow it's in the family--and I'm mighty proud of the * * * * *. I'm trying to make it a clean, up-to-date, reliable farm paper--not one of the kind that is run to catch advertising, but one that tells facts about progressive farming.

T'other day when I was in Fairfield I met "Ike" Evans--you know "Ike"--and I think everyone in that community should read his paper. Well "Ike" says to me: "Mo, I want to send your * * * * * to a list of my farmer friends around here. I'll just pay you to send it to them for ten weeks, and at the end of that time I want you to stop sending it." And I told him I would. Then I told "Ike" that I would make him a special price on my paper and I wanted him to do the same, and we agreed. So if you want to subscribe for both of our papers for one year you can get the two for \$1.50, or if you want the * * * * * for one year you can get it for 75 cents by handing the money to "Ike."

Now when that ten weeks is up for which "Ike" paid me to send you the * * * * * I'm going to stop sending it, because he asked me to do so, and that's my policy of doing business. I just take it for granted that if a fellow does not renew he does not want my paper, and I can't afford to take the chance of incurring your ill pleasure by sending you something that you don't want. I trust, however, that you will subscribe for my paper for a year--through "Ike"--and I believe you will find it worth the money.

Your old friend and neighbor,

E. H. ROLLINS & SONS

Investment Bonds

No. 200 DEVONSHIRE STREET

Boston, Mass.

MEMBERS OF THE CHELTENHAM FAMILY
B. BORDER
AN TYPE FOUNDERS COMPANY

Dear Sir:-

On or about May 3, 1912, we shall offer our clients the opportunity of subscribing to an issue of First Mortgage forty-year six per cent gold bonds, at a price to yield nearly six per cent.

At date of writing we are not at liberty to give you further particulars, other than to say that these bonds are secured by First Mortgage on the property, rights and franchises of a prosperous Public Service Company, serving a rich region in Central California, and that the protection offered to the bond holders by the provisions of the mortgage and the value and earnings of the property are in full accord with our high standard of requirement.

Our San Francisco office is bringing out this issue of bonds and the California market will absorb most of them. We have, however, in the interests of our eastern clients, persuaded our San Francisco office to allot us a share in the offering.

In accordance with our practice, our customers will receive the particulars two days in advance of the public offering. If you wish us to extend the same opportunity to you, we shall be very pleased to do so on receipt of the enclosed card. This card is stamped and bears your name and ours. All that is necessary for you to do is to put it in the mail. You will then receive advance particulars of an unusually attractive offering.

Very truly yours,

Iowa Implement Mutual Insurance Association

Office of Secretary, NEVADA, IOWA ▾ MUTUAL PHONE 92

OFFICERS

F. F. ARNEY, *President*
Marshalltown
J. L. FARRINGTON, *Vice Pres.*
Iowa Falls
JAMES McCOY, *Treas.*, Colo.
D. M. GROVE, *Sec.*, Nevada

DIRECTORS

J. L. McMAHON, *State Center*
A. J. SOWERS, *Bedford*
A. MAYER, *Bancroft*
HOMER E. PITCHER, *Spencer*
G. L. MILES, *Grinnell*

SET IN CLOISTER BLACK AND NEW CASLON
INLAND BORDER NO. 1241 CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Date []

Dear Sir:

Are you satisfied with the cost of your Fire Insurance?

Would you like to be with a company which divides its profits among the policy holders?

This is done because this is a Mutual Company and no dividends have to be returned to stock holders as they do in old line companies. The Mutual insurance idea in Iowa is advancing. Time was, but a short time ago, when there were but few Commercial Mutuals doing business in this state. Now there are many---The Lumbermen, Grocers', Grain Dealers', Hardware Dealers', Druggists',-----and more talked of; in addition to these, we have other Commercial Mutuals, and over 150 Farmers' Mutuals. There is now \$617,000,000 of insurance in force in the Mutuals of Iowa, as shown by the last report of the Auditor of State. And why not? They are under State Supervision and must do business according to law. They have saved thousands of dollars for their policy holders and have promptly met every loss and expense.

This Company, in less than nine years, has returned \$38,000 to its patrons. We have up our legal reserve and our debts are paid. We want you with us and a line to this office will bring you any information which you desire concerning this Company or its methods of business. May we not hear from you?

Yours respectfully,

Boole Printing Company

Designers of Particular Advertising

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN THE U. S.

251 CAUSEWAY STREET

Boston, Mass.

4 CLOISTER BLACK AND NEW GASLON
PRINTING CO., BOSTON, MASS.

Dear Sir:-

Do you know we can help you to make more money -- get more orders and cash -- out of your form letters?

Tremendously vital to your profits, isn't it? Yet it is just as sure as taxes.

The strategic end of a letter is the "fill-in" -- the name and salutation -- the personal element. Why? Because at first glance the reader either believes you are addressing him or knows your letter is not a letter but a circular sent to everybody.

On this one point you win or lose with a great many people. The yawning waste-basket either gets a contribution or you get a reply or an order, or both.

We can offer to help you make money out of your letters because we have perfected a method which makes the "fill-in" a perfect match with the body matter. The letters are just as personal as if written on the typewriter.

You get, as a result, a greater percentage of readers, and that's why you receive more replies -- have more music in your cash drawer.

Don't you think these advantages are worth at least one trial order? And considering the value to you of bigger results, won't it be money in your pocket to send the order to us now -- to-day?

Very respectfully,

POOLE PRINTING COMPANY

DESIGNERS AND
PRODUCERS OF
FINE CATALOGS
OF ONE OR MORE
COLORS, BOOK-
LETS, FOLLOW-UP
SCHEMES. WILL
SUBMIT DUMMIES

ORIGINATORS AND DESIGNERS OF UP-TO-DATE IDEAS FOR

Particular Advertising

Largest Producers of Typewriter Letters in the United States

ADDRESSING BY
HAND OR BY TYPE-
WRITER. AUTO-
MATIC MACHINES
FOR PRINTING,
FOLDING, SEALING
COMPLETE LISTS
FOR ADDRESSING

SET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

251 Causeway Street

Boston, Mass.

Gentlemen:

Your salesman did not stop to see Jones & Co. because he would have lost half a day on account of poor train service.

How many firms like this are there that have been dropped from your route lists or only seen at long intervals, and a thousand and one you would like to reach, were the expense not too great for a traveling salesman?

Uncle Sam calls on them every day. Why not send your message by him?

That's when a really fine facsimile letter such as we make pays well.

If your letters or booklets do not read strong enough to suit you, we will have our expert writer polish them up. He is practical, not theoretical.

Give us an opening - we'll prove up strong - we've been getting stronger each of the last fourteen years.

Samples and prices for the asking. Use enclosed post-card.

Very truly yours,



RICHGOODS

*The Celebrated Mail Order House for Cocoa
Coffee, Tea, Chocolate, Etc.*

Abchurch House, Sherborne Lane

London, E. C.

Madam,

Will you accept a free box of Chocolates?

We are making you this offer at the suggestion of Mrs. Talbot.

Two new articles we are introducing - a thoroughly good Cocoa, and the finest Chocolate it is possible to produce, and we want to make known the excellence and inexpensiveness of both these by the most direct method.

* * * * * Cocoa is manufactured to fill the demand for a "quality cocoa" at a low price. It is worth 2/6 per pound - 7½d per ½ pound tin - at the grocers, but we are making it known, not through the grocers or by means of expensive newspaper or poster advertising, but in the most economical way possible - by post.

Once you have given it a trial you will be astonished at its value, for the price is only 2/- per pound, post paid to your home.

Cocoa is highly nutritious and a food in itself. * * * Cocoa contains all the best qualities of the finest brands, but is lower in price than any, because there is no one between you and the manufacturer to make an intermediate profit. You are buying at first cost.

There are many people who would be glad to know of this Cocoa, and we think that several of them are among your friends. You would be doing them quite a good turn if you sent us the names and addresses of say 10 or more, so that we could send them particulars of * * * * * Cocoa.

As a slight appreciation of your trouble in doing so we should like to send you a free box of * * * * * Delicious Chocolates.

Try the Cocoa yourself by sending a Postal Order for 2/-, enclose the names of not less than ten friends, and by return of post we will send you carefully packed and postage paid, a one pound tin of * * * * * Cocoa, and a free box of Chocolates.

You needn't write a letter, just fill in the form, attach your Postal Order and post to us in the enclosed envelope.

Yours faithfully,

CAMP NOKOMIS

IN THE WHITE MOUNTAINS



Conway, N. H.

SET IN STUDLEY AND EXTENDED STUDLEY INDIAN BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Doctor:-

Realizing that many parents would like to place their boys in a small select summer camp where careful consideration is given to the health and development of each individual boy, Camp Nokomis has been founded to carry out this idea.

I and my associates, all of whom are enthusiastic lovers and accomplished students of out-door life, will enlighten the boys in a practical and inspiring way from the open book of Nature which is so elaborate and varied in this particular region. The location and leadership together secures an atmosphere "rich in mental and physical uplift."

The number of boys will be limited so that all may be under the personal care and guidance of the director at all times. You will also appreciate the advantages of the advice and instruction of the resident physician, which is of especial value to the boy not old enough or strong enough to "rough it" for himself in a large camp.

If you desire to know--for yourself or some friend--more of the natural advantages of Camp Nokomis and of the personalities of the councilors, all of whom are unusually well qualified in their special departments of the work, I will be pleased to furnish full details either to you or to some one whom you may suggest.

Very truly yours,

Printers' Ink Publishing Company

Printers' Ink

The Weekly Journal of Advertising

12 West 31st Street

New York City

HAUSER TEXT AND BOOKMAN OLOSTYLE
4 TYPE FOUNDERS COMPANY

Dear Sir:-

By having joined an advertising club, you show that you are interested in the science and art of advertising and that you consider it worth while to keep in touch with other advertising men, to know what they are doing and thinking about.

That is precisely the basis of PRINTERS' INK'S appeal and that is why we are writing you to invite your subscription to the recognized organ of advertising interests everywhere. In fact, PRINTERS' INK itself is a great big advertising forum and at its weekly meetings the best and brainiest men in the business all over the country exchange experiences. There isn't an issue from which you can't get inspiration, suggestion and practical help in the every-day problems of sales-promotion.

In PRINTERS' INK of March 23rd, S. C. Dobbs of Coca-Cola and president of the national organization of advertising clubs will have an article which you will want to see. It is a direct talk to members of advertising clubs and all workers in the advertising profession.

We suggest that you let your subscription begin with this issue. You can send us your order for six months (26 issues) at \$1.00 or for an entire year (52 issues) at \$2.00. A good way to close up the transaction quickly is to tuck a two-dollar bill in with this letter and mail to us at above address.

PRINTERS' INK contains too much that is live and vital for any one interested in advertising to try to get along without it.

Yours very truly,

POOLE PRINTING COMPANY

Writers and Makers of Catalogs
Designers of Advertising Matter
Printers to Particular People



TYPEWRITER LETTERS

LARGEST PRODUCERS IN THE UNITED STATES

Latest Automatic Machi
Printing, Folding, In
Sealing, Addressing, St



Telephones 2980
2981 Richmond
2982

Dear Sir:-

Two heads working together often produce great results.

The knowledge you have gained from experience in your business has an established value; the knowledge gained from my eighteen years' experience in planning, writing and executing form letters would be valuable to you.

The two combined would be sure to produce greater results in your mail campaigns.

Read the enclosed booklet, make an appointment, and then let us talk it over.

Yours very truly,

Designers
of
Particular
Advertising

Hoole Printing Co.

The Largest Producers of Typewriter Letters in the United States

Addressing
by Hand
or by
Typewriter

TELEPHONES

RIC ORD 2980-2981-2982

NO. 251 CAUSEWAY STREET

Boston, Mass.

Dear Sir:-

An enterprising corner grocer once filled a quart jar with beans, placed it in his window, and offered five dollars to the person who guessed nearest to the number of beans it contained.

Many widely differing guesses were registered. But one man bought some beans, carried them home, filled a quart jar and then proceeded to count them. He got the five.

That is what we do in laying out a mail campaign--we first count the beans. In other words, make a careful study of each individual proposition and get the facts.

Our seventeen years of experience have resulted in ability to recognize the important features of any selling proposition, and have developed some facility in expressing them in an attractive and convincing manner in form letters and follow-up matter.

If you are using letters that have not produced just the results you are looking for, or wish to start a campaign by mail, let us make an analysis and outline a plan for you.

Our personal typewritten letters never fail to get a reading, and we can give you copy that will get attention and win replies.

A personal conference places you under no obligation, and may result greatly to your advantage. Mail us the enclosed card for an appointment.

Yours very truly,

BENNETT & MORRISON

REAL ESTATE

SPECIAL ATTENTION TO CARE AND
RENTAL OF PROPERTY

52 ASYLUM STREET

HARTFORD, CONN.

SET IN ENGRAVERS SHADED AND CARD MERCANTILE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

What would you do in a case like this?

A widow owns a property--to be exact, two apartment houses, rented out to families. A party renting one of the flats and paying regularly, suddenly fell behind in their rent. Ten weeks went by, and no money was forthcoming. The owner did not want to turn the tenants out for that would mean a certain loss, neither did she want to risk losing more money. She came to us.

This is what we did.

We not only kept her tenant, but got all the money owing and better than that, kept the good feeling between both parties.

That kind of management makes the renting of property profitable, and that is the kind of business we do.

Property renting is a business with us. We have studied it in detail. Our equipment and facilities are perfect. We take the course that will result in greatest profit to each of our clients.

Twenty years in business are sufficient recommendation to justify your giving us a chance to prove out with you.

Yours very truly,



The Vendome News Stand



VENDOME HOTEL

Boston, Mass.

Dear Sir:-

You wish to get your morning and evening papers promptly and regularly every day.

It is extremely annoying not to be able to get your favorite paper at the time when you are accustomed to read it. If it is late, you haven't the time to look it over as carefully as you would like. And you want to have it delivered in a manner that will cause you no personal inconvenience.

We are the only news dealers having a stand in this locality, and we give especial attention to the delivery of newspapers at residences. If you want careful and courteous service-----if you want your papers delivered promptly every day-----then you want just what we are here to give.

We shall appreciate a trial of our service and shall make every possible effort to please you.

Very truly yours,

The Vendome News Stand

Reading
Papers
from the
Larger
Cities

SET IN CHAUCER TEXT 12 POINT BRASS RULE NO. 18212
AMERICAN TYPE FOUNDERS COMPANY

Vendome Hotel
Boston, Mass.

Dear Sir:-

By special arrangement with the delivery company we now receive our newspapers earlier than heretofore.

We have always endeavored to obtain every possible advantage for our customers, and we believe this new delivery service will be appreciated. Our whole attention is given to this district, where we are located, and we make prompt and regular deliveries morning and evening.

We make every effort possible to merit the confidence of our patrons, and if you desire reliable service, with the additional advantage of receiving your papers earlier, we shall be pleased to add you to our already large list of newspaper customers.

Telephone us to call and arrange for delivery of your papers.

Very truly yours,

The Vendome News Stand



Vendome Hotel
BOSTON, MASS.

Dear Sir:-

You will have to wait a few days.

It makes no difference how anxious you are to get the next installment or special feature that interests you in the magazine you have subscribed for--you must wait.

It has been on the news-stands two or three days--it always is, before you get your copy. You have paid your money in advance and you feel that you ought to get it as soon as any one.

The news-stand editions of all the magazines are always out a few days in advance of subscribers' copies by mail. But place your subscriptions with us and we give you the news-stand edition the minute they're out, and at lowest club rates.

Let us give you the rates so you can make up a list of what you wish, and begin receiving them at once.

Yours very truly,

Shuman & Company

Exclusive Men's Tailors

102 SUMMER STREET

Denver, Colorado

SET IN INLAND COPPERPLATE AND LIGHT COPPERPLATE GOTHIC
LITHOTOME BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

"Between Hay and Grass" is the time between crops and profit. Years ago, in my business, it meant a lot of old-style left-over goods to be worked off.

To-day it does not.

Right now I have a new line of cloths for good dressers who did not buy what they wanted when the season opened. These cloths came to me between the time of my first rush of fall work and the time of buying in for the spring business.

A permanent and profitable business is what I desire to create and maintain. To do this I first have the goods that up-to-date dressers want, I do good work and get it out promptly, and further than that, I realize that all men do not buy their clothes on any given date and buy my stock accordingly.

Call and see me during your lunch hour to-day and let me show you what "Between Hay and Grass" prices are.

Yours very truly,

George H. Carlton
Tailor

Pearson Building, 418 De Kalb Ave.

Cleveland, Ohio

Dear Sir:-

Like a Muscovy Duck in an April shower--that's the way you want a raincoat to shed the rain.

You want it light, and have a smart, dressy appearance, too. Something you can easily carry on your arm, or slip into your traveling bag--that will save you a wetting when it rains, and isn't a nuisance when it don't.

In no other kind of clothing is there such a noticeable difference between made to order and ready made as in raincoats that have been worn a little while.

It is such a thin, flimsy, partly unlined thing that it needs all the art of a skilled and careful tailor to make it retain its shape and smart, full, blocky appearance after much rainy weather and wear.

If you don't already possess a raincoat, or if the one you have is not satisfactory, it will pay you to have a raincoat talk with us now--before it rains again.

Yours very truly,

G. E. Peabody & Company

Custom Tailors

NATIONAL BANK BUILDING, 216 SOUTH STREET

Detroit, Michigan

SET IN TYPO SHADED AND TYPO GOTHIC LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You will wake up some brisk morning before long, shivering--for the frost king is on hand with advance information that winter will arrive here on schedule time, if not a little earlier than usual.

A moment's thought will convince you that now is the time you ought to order that new overcoat for the winter. There's warm satisfaction in knowing that you are suitably dressed at a time when many other men are sending hurry orders to their tailors.

We have an assortment of the season's leaders, as well as all the standard cloths--all selected by us from the leading manufacturers.

You should regard coming here to-day and selecting your winter overcoat a matter of the same importance as the keeping of a business engagement--it means a saving of time, worry, and money later on.

Yours very truly,

G. E. Peabody & Company

Custom Tailors

National Bank Building, 216 South Street
Detroit, Michigan

PABST OLDSTYLE AND PABST ITALIC
AN TYPE FOUNDERS COMPANY

Dear Sir:-

There are many times in a man's life when he is anxious to appear at his very best.

At such times his first need is an expert tailor--for the first impression is made by outward appearance. If his clothes are right the way is clear for him to make good.

Unless the fit is right in every particular--unless the collar hugs the neck as it should--unless the trousers hang right--the proper balance of a man's individuality is lost.

It all depends on the ability of the tailor. Our customers tell us that the clothes we make for them feel easy--right--on all occasions; something they can't secure from other tailors.

This is because we have made a study of fitting the clothes to the man to suit his personality, and this is why we can serve you to advantage.

Yours very truly,

MENTER & ROSENBLOOM COMPANY

Men's and Women's Clothing

General Offices: 600 COX BUILDING

Rochester, N. Y.

SET IN BOOKMAN OLDSTYLE AND BOOKMAN ITALIC
AMERICAN TYPE FOUNDERS COMPANY

Mrs. Thrifty Housekeeper,
Dear Madam:-

As a woman of intelligence, economy and judgment, who believes in saving money and getting the best that money can buy, we make a special appeal to you at this time.

High cost of living is the worrisome problem of the hour.

Every man and woman is confronted by higher prices for food, rent and other necessities.

Why not save money on your clothes? We will help you to do it. If you give us the chance we will be only too glad to show how well we can do it.

This letter is a cordial invitation for you to do a little investigating of your own. Your own interests prompt you to make this investigation as soon as possible.

You will find first of all that we are always working in co-operation with you and that we can bring you the best results in money saving.

This saving can be made by you without a sacrifice of either style or quality. We put only the best materials into our clothing and guarantee complete satisfaction to customers.

The credit account which we allow you is the greatest convenience in purchasing, but it does not add a penny to the cost of your clothes. You pay exactly one price whether you buy for cash or credit here. All prices are plainly marked on goods.

And while we are sending this cordial invitation to come and trade here, we also enclose a dollar check good for its full face value on your first purchase amounting to \$10 or over. You see we are making it an especial object for you to come and open an account right away.

No matter what your occupation may be this offer is too important to pass up. Come in and talk it over with us.

Respectfully yours,

Samuel Heymann Company
Oshkosh, Wisconsin

THE
PRINTING COMPANY
N, MASS.

Dear Madam:-

We are asking this favor of you in the interests of our business and trust you may be able to grant our request for aid.

To explain:- Years of experience have made us good judges of values as you probably know from the dealings you have already had with us. We can and do test every piece of cloth that enters into the construction of our garments. We examine the workmanship thoroughly so that there may be no faults there.

But our experience teaches us best to judge of the things that affect the durability of the garment and its worth, and it is not on this phase that we want your help.

Years ago one or two styles were definitely settled upon as THE "thing," but to-day there are dozens of different modes that are equally fashionable.

From the most desirable of these modes we have selected a sample line of garments, and now we are going to ask you to come in and see these new things and give us your opinion as to just which styles you think will be most suited to this particular locality.

What we want is first hand information, and as you have been a resident here for some time and are in a position to know the wants of the women of this section, we have taken the liberty of making this request.

You may be sure we will appreciate your efforts in our behalf and trust that we may have the pleasure of seeing you here this week.

Very truly yours,

Established Over One Hundred Years

B. H. Gladding Dry Goods Company

Providence, Rhode Island

SET IN ENGRAVERS OLD ENGLISH AND SLAIR
AMERICAN TYPE FOUNDERS COMPANY

Dear Madam:-

In inviting you to our Annual Linen Sale, beginning Monday, January 1st, may I call your attention to the fact that Fine Table Linens have been steadily advancing in price abroad for five or six years? Whatever the cause, all Linen Experts are agreed that there will be no immediate reductions but very probably further advances.

By placing heavy orders for this Sale last Spring, we can now offer you fine linens at savings of 10 to 20 per cent from present prices for the same grades.

As these orders were heavier than ever before, in order to provide for our continually increasing business, the range and variety of our offerings are proportionately greater.

Hoping to have the pleasure of your attendance at this Sale, I remain

Respectfully yours,

Established Over One Hundred Years

B. H. Gladding Dry Goods Company

Providence, Rhode Island

IN NEW CASLON AND NEW CASLON ITALIC
RICAN TYPE FOUNDERS COMPANY

Dear Madam:-

You are invited to attend a Private Sale of the stock of our Lingerie Shop, which was damaged by fire on the night of December 7th. This Sale will be held in the Hall and Parlors of the Trocadero, commencing Tuesday, January 1st, at 10 A.M. and continuing the remainder of the week. Entrance may be had either thru our Art Department or from Mathewson Street.

The stock, consisting of high-class French and Domestic Underwear, Corsets and accessories of all kinds, Infants' Wear of every description, Silk Petticoats, etc., was only partially damaged by smoke and water; in fact, most of it is in absolutely perfect condition. However, as we desire to open our New Lingerie Department with complete assortments of new goods, we have decided to close out everything that was in the Lingerie Shop at the time of the fire at greatly reduced prices.

We send you this special notice as we feel that our regular customers should have the opportunity to secure first choice of the bargains offered at such an unusual sale as this.

Hoping that you will be able to attend, we remain

Yours very truly,

P.S. We also wish to notify you that our annual January White Sale of Linens, Wash Goods and Embroideries and our Clearance Sale of Suits and Garments will commence at the same time--Tuesday, January 1st.

THE LOWE BROTHERS COMPANY

PAINTMAKERS • VARNISHMAKERS
COLORMAKERS

DAYTON, OHIO

SET IN MERIONTYPE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Mr. * * * * *, one of the best known and most honored painters of the country, recently said before the Ohio Master House Painters:

A number of years back I was forced to the conclusion that something must be done to improve on the results that I was receiving from the use of carbonate of lead (white lead) as a single base pigment. With all the care I could exercise, results were unsatisfactory. I was confronted with chalking and rapid discoloration, the latter caused by the use of bituminous coal, sulphurous gases and other local conditions incident to a great manufacturing city and its environments.

Mr. * * * * * only voices what many painters are realizing - that conditions of wear have changed and that a good paint like * * * * * "High Standard," made to give best results for the painter as well as the householder, is a boon to good workmen, for it makes money and reputation alike.

Based upon the recognition of White Lead of the highest quality as essential to good paint, and of the fact that properly reinforced it will form the base of a paint that will meet all requirements, "High Standard" Paint has proved its right to the complete confidence of painters.

But this is only one of the products of The * * * * * Company, made for painters. The advantages of paint for interior decoration are now recognized, and * * * * * is the acknowledged best for this purpose. Besides, there are colors in Oil, Enamels, Varnishes, Stains, and all the other requirements of high class painters.

Will you permit our agents to tell you more about these products? They can show you results and we can help you over the hard places that are so numerous in these days.

Yours truly,

THE LOWE BROTHERS COMPANY



PAINTMAKERS • VARNISHMAKERS



DAYTON

BOSTON

NEW YORK

CHICAGO

KANSAS CITY

IN BODONI BOLD AND BODONI BOOK
STYLISH ORNAMENTS
FROM THE TYPE FOUNDRY COMPANY

Dear Sir:-

Are your barns and other outbuildings, your wagons and implements painted and in good condition? Do they need paint?

By painting them when they need it you economize, and you can also save money by using the best ready-for-use paint - the modern paint.

You know "High Standard" Liquid Paint is recognized everywhere as the one best paint for all purposes. With it you need not take chances on paint failures because it is made with the sole purpose of "giving best results." Our booklets "Attractive Homes and How to Make Them" will give you much valuable information in decorating and painting.

"HIGH STANDARD" Paint is best for exterior of houses and other buildings. It covers most, spreads farther, wears best and costs less per number of years of wear.

"MELLOTONE" is the new durable, washable flat finish for walls, ceilings and woodwork of any room. It has sixteen colors, all "Soft as the Rainbow Tints."

HARD DRYING FLOOR PAINT - is a varnish paint which dries hard in 12 hours. It is made in 10 colors, all recommended for their durability.

STANDARD BARN PAINT - is a genuine linseed oil paint made to give perfect satisfaction when used on barns and other outbuildings.

Our WAGON PAINT is very popular for preserving wagons and implements at a very low cost.

All of our products are put up in small cans in order to accommodate the needs of small work and can be procured together with circulars and information from our local agent.

Yours truly,

NEW YORK
CHICAGO
BALTIMORE
DENVER
SAN FRANCISCO
SEATTLE

PETTINGELL-ANDREWS COMPANY

ELECTRICAL · MERCHANDISE
BOSTON, MASS.

LONDON
PARIS
BERLIN
AMSTERDAM
ST. PETERSBURG
BRUSSELS

To insure a prompt reply letters should be addressed to the firm

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Dear Sir:-

Did you receive the copy of the Portable Lamp Catalog for the season of 1911-12, which we sent you, last October? Christmas is now near at hand, and not receiving any orders from you, we wondered if you had received it.

If you did not or have mislaid it, let us know by return mail, and we will rush another copy to you. For you will, of course, want to have your share of the trade which can easily be developed through showing samples of the line, one or two of the lamps which appear in this catalog.

Also don't overlook the fact that this portable catalog when used in connection with our #5 Fixture Catalog and #5 Fixture Supplement will materially increase your fixture sales; and that if you have a Rebate Contract with us, all sales of portables will apply on contract to assist you in earning the maximum rebate in accordance with our established and much appreciated fixture policy.

We want to emphasize the fact that many of the lamps shown in this catalog are exclusive designs manufactured only for or by us. To assure receipt of the lamps in time for Christmas sales, it will be necessary for you to order at once.

Very truly yours,

PETTINGELL-ANDREWS COMPANY

ELECTRICAL MERCHANDISE

BOSTON

BY THE
E PRINTING COMPANY
ON, MASS.

Dear Sir:-

"GI' ME SOME BATTERIES, QUICK!"

Can't you hear them saying that?

We mean all your good customers and many
transient ones.

Everybody is returning from vacation;
And all want to take advantage of the good
weather between now and the closed
season for touring.

GIVE THEM ALL * * * * * BATTERIES!

Then they will be SATISFIED because--

You can thus supply YOUR customers from
fresh barrels at all times--

As a fresh carload of * * * * * batteries
reaches our warehouse every Monday morning.
Don't forget you can buy batteries cheaper
on contract--

If you use ten barrels or more per year.

Ask us about battery contracts--

Rebates average from 1/4 to 1 cent per cell.

SEND US THAT * * * * * ORDER TO-DAY!

* * * * * are always good---

Ignitors (preferable for automobile work)---
or regular.

Yours truly,

Special
Offices in
Leading
Cities
Everywhere



Dawman and Erbe Manufacturing Co.

Makers of Filing Cabinets and Supplies of First Quality

Rochester, N. Y.

SET IN CLOISTER BLACK, RECUR CASLON, RECUR CASLON ITALIC
VERSATILE ORNAMENT LINEAR BORDER NO. 2 SIX-POINT BORDER
POOLE PRINTING CO., BOSTON, MASS.

Dear Madam:-

We recently received a very interesting letter from a lady in Northern Ohio expressing her frank opinion about our Card Index Recipe Outfit.

Note what she says:

"I received the recipe outfit all right and I like it so much. It is such a great convenience to select the recipe I want and hang it up before me while I am engaged in preparing the dish. Really, it is so handy and unique that I often wonder how I ever got along without it.

"Be sure and let me know when you issue your supplemental sets of recipes. I want every one."

This lady is only one of hundreds who are being daily benefited by using one of our clever outfits.

The fundamental idea back of these outfits is right; each separate piece of recipe information is on a separate index card, so that it can be handled and filed distinct from all other recipes.

More than anything else, these outfits are BUSINESS-LIKE - just as the enclosed folder explains.

Mrs. Kirk's long experience in studying and teaching Domestic Science qualifies her pre-eminently to prepare these recipes.

So that in providing these splendid recipes in such tasteful and handy shape, we feel that we have rendered a distinct service to the housewives of the country.

Which one of the outfits do you prefer? Your order will have our careful and immediate attention.

Yours truly,

DIRECTORS

PHILIP H. YAWMAN
President
FREDERICK WAGNER
Vice President
CARL F. LOMB
Vice President
FRANCIS J. YAWMAN
Secretary
GUSTAV ERBE
Treas. and Gen. Mgr.
CHARLES SLEMIN
Sales Manager
MORITZ WIESNER
Superintendent
FREDERICK G. ERBE
Ass't Supt.

Yawman and Erbe Manufacturing Co.

First Quality Filing Cabinets and Supplies

SPECIAL AGENCIES LOCATED IN THE LEADING CITIES EVERYWHERE

FILING EQUIPMENT

STORES
NEW YORK
CHICAGO
WASHINGTON
PHILADELPHIA
BOSTON
PITTSBURG
SAN FRANCISCO
ST. LOUIS
CLEVELAND
LOS ANGELES

CANADA
TORONTO
MONTREAL
OTTAWA
WINNIPEG
VANCOUVER

le Address "Shannon, Rochester"
Western Union Code

Rochester, N. Y.

IN MEMBERS OF THE CLEARFACE FAMILY
HIGAN TYPE FOUNDERS COMPANY

Dear Sir:-

Yes, this is a form letter, but it is decidedly worth the thirty seconds it will take you to read it!

In going through the advertising section of November * * * * * I noted and read your ad carefully.

I am always interested in reading what our neighbors in the magazines have to say, just as I would be interested in our neighbors were we all to move into a big office building.

Our advertisement in November * * * * * featured a new System of filing that will prove of vital interest to every business man the country over. I am taking the liberty of enclosing herewith a folder which describes that System in detail. If the filing department in your office is not under your jurisdiction, will you kindly hand this letter and circular to the proper person? He, or she, will see at a glance that this * * * * * System is a great saver of time and money.

I am enclosing return card, so that anybody in your organization who may be interested in this new System, which we are going to hammer hard in the magazines from now on, may secure advance information right away.

Yours very truly,



PETTINGELL-ANDREWS COMPANY
ELECTRICAL MERCHANDISE
BOSTON

Reverend dear Sir:

Have you seen the new lighting fixtures in the Mary Immaculate of Lourdes Church, Newton Upper Falls?

They are well worth study we assure you, not merely from the standpoint of ecclesiastical interior decoration, but because they actually solve some pressing problems in church lighting.

We do not overstate the case when we say that these fixtures present an entirely new scheme in church illumination, providing inverted mantle type gas burners and Tungsten electric lamps, skilfully combined in art forms of hand-wrought iron.

You can, of course, hardly realize the harmony and effectiveness of this church's lighting scheme from a mere description. And remember that this is but one of the many ecclesiastical buildings in which, under the direction of our Mr. * * * * * we have installed new, or improved old, lighting systems.

In fact we make a specialty of studying present lighting schemes of churches, and offering, without expense or further obligation, suggestions looking at a more artistic and economical illumination. (And nowadays the influence of attractive, adequate lighting on church attendance is pretty generally recognized.)

Can we be of assistance to you also?

Very truly yours,

THE BARRETT FURNITURE COMPANY

OFFICE FURNITURE and FILING CABINETS

1029-1081 WOODWARD AVENUE

DETROIT, MICH.

PRINTED BY THE
FLEET PRINTING COMPANY
BOSTON, MASS.

Dear Sir:-

Can you put your finger on just the record you want instantly?

Is your filing system really a time saver? Does it respond quickly and accurately, or do you have to stop and think, and then look in several places before you find what you want?

A filing system is either a money saver or a money loser. It either decreases operating expenses and increases the efficiency of the office force, or it is a drag on your business. It all depends on whether it really gives you classified information, or is a hiding place for records.

The filing system is a vital factor in every business and plays an important part in influencing every decision and facilitating every transaction--but the system must fit the business.

Experience in hundreds of different lines of business and familiarity with the best modern filing practice enable us to offer suggestions of value to you.

We have filing equipments for every business and the widest variety of arrangement to suit every need. Write us your filing problems and we will help you.

Yours very truly,

THE BARRETT FURNITURE COMPANY

OFFICE FURNITURE AND FILING CABINETS

DETROIT, MICHIGAN.

SET IN AUTHORS ROMAN WIDE SERIES
SARNHART BROTHERS & SPINDLER,
TYPE FOUNDERS.

Dear Sir:-

Does your filing system ever go on a strike?

Does it ever refuse to give up instantly the information that you know it holds?

Unless your filing devices minimize the moves necessary in transacting and recording business they make you a victim and not a master of details.

Your valuable papers and records must not only be safe, but must be instantly available in order to facilitate and accelerate the despatch of business.

Our cabinets are built for usefulness and you can select and arrange a cabinet to suit your exact requirements, and not have to adjust your requirements to suit the cabinet.

The enclosed card filled out and mailed to us will bring information helpful to you.

Yours very truly,

MORTON IRON & STEEL CO.

Malleable Iron Castings, Chain Hoists

Plain and Galvanized Bars, Hoops, Bands, Angles, Sheets,
Plates, Channels, Tees, Wire, Nails, Pipe, Cold Rolled Steel
Rounds, Chains, Rivets, Squares, Flats, and Special
Shapes. Special Terms on Large Orders



24 Ludlow Street,

Baltimore []

Dear Sir:-

The notices of your large contracting work that I have seen in the various trade papers lead me to bring to your attention the * * * * * Diving Apparatus.

You will find on investigation that a large number of the principal contractors, bridge builders, railroads, etc., now own their own diving apparatus and use their own men for such diving as they have to do. This saves the expense and loss of time due to securing regular diver, with the great advantage of always having their own diver on the work.

It will pay you to give this matter your careful consideration, for any man in good health can perform all ordinary diving operations.

Our latest catalogue and prices will be sent at once on receipt of request from you on the enclosed card.

Very truly yours,

Seamans & Cobb Company

Importers, Manufacturers, Converters

Cable Address, "Seaco Boston"

No. 174-180 Lincoln Street

Boston, Mass.

SET IN BODONI ITALIC
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

When we were living at home on the farm, a man drove up to the barn with a spanking fine nag one day, and stumped father for a horse trade. When father commenced to look his horse over, the man allowed that that particular horse was not the one he wanted to trade, that the one he wished to dispose of was back home, but that it was just as good as the one he was showing. Father smiled, turned on his heel, went into the barn, and said, "Show me."

That is just what we are trying to induce you to let us do, - show you.

We are not trying to sell a horse in the barn. We want to drive a sample of * * * * * right up to your workroom without one cent of expense to you, let your own operators handle it, and then without saying another word, leave the decision entirely with you.

We know that in many places where you are using silk thread you can use * * * * * at an immense saving. We know that * * * * * will wear satisfactorily, that when used in a shoe it cannot be detected from silk, and we know further that every manufacturer who is using it, and there are lots of them, is honestly grateful to us for calling it to his attention.

It is said that faith preceeds knowledge, and in this instance we are certainly not required to use our faith, as we have positive knowledge that every word we say about * * * * * is the truth, and nothing but the truth.

You will find another one of the same kind of cards inclosed. Please don't fail us this time.


Very truly yours,



SEAMANS & COBB CO.

Importers, Manufacturers and Converters

NO. 174-180 LINCOLN STREET, BOSTON, MASSACHUSETTS



Dear Sir:-

We happened into a manufacturer's office the other day just as his mail arrived, and as the man behind the desk hastily sorted it over, making two piles, one of orders and the other of advertising, two thoughts came to our mind, and now if you will, please permit us to digress, to lose sight of our text just long enough at this point to remark that when two thoughts strike a Boston man's mind at approximately the same time, the result is usually an explosion. One thought, and that need not be too large or cumbersome, is about all we can take care of comfortably at one sitting.

Our first thought was that right then and there we had received ocular, and not to be questioned proof, of the truth of the saying, "A lot of advertising is wasted."

Our next thought was, perhaps in that pile of discarded mail, the man behind the desk is missing something of value, something which would help him in his business, something which would, if he availed himself of it, enable him to turn out from his factory better goods at the same cost, or maybe materially reduce his present costs.

Yes, we feel sure that a lot of advertising is wasted, but we feel just as sure that many manufacturers miss many times a "good thing" simply because all advertising looks alike to them, and from the fact that they never open the envelope or remove the wrapper.

All this preamble, of course, is designed to lead you if possible, by easy stages, up to * * * * *. This is the thread that looks like silk, works like silk, wears as well as silk, and costs you 75% less money.

We would be foolish to make these assertions unless the goods themselves would bear us out. We ask you to grant us this favor. Allow us to submit samples at no expense to you. Will you do it, just as a trade favor, if for no other reason?

Very truly yours,

SEAMANS & COBB CO.

IMPORTERS
MANUFACTURERS
CONVERTERS

SET IN STRATHMORE OLDSTYLE
STRATHMORE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

174-180 LINCOLN STREET
BOSTON

Gentlemen:-

In one ear and out the other.

This is possibly true of a lot you have heard about
* * * * *, but what goes in one eye stays in the back of
your head, and this time, to prove that the * * * * * is
the best covering thread made for buttonholes, we send a
specimen of the work it will do, instead of talking about
it.

You can make as good a buttonhole as this, in your
factory, with * * * * * and * * * * * Reece thread, at
one-fourth the cost of a hole worked with silk, and at ap-
proximately the same cost as one made with two hard finished
threads.

You can prove this statement by trying samples at our
expense, and it will pay you to do so.

Fill in the inclosed postal, and we will do the rest.

Very truly yours,

Cable Address "Eclipse" Chicago
Telephone Connection

Agencies in All Large Cities in
U. S. and in London, Eng.

FAIRBANKS, MORSE & COMPANY

(Incorporated)

We Manufacture All Kinds of
Electrical Machinery

Manufacturers and Distributors of the Celebrated and Universally Used

Gas, Gasoline and Oil Engines

Fairbanks' Standard Scales

Steam Engines, Boilers, Dynamos and Motors, Elevator and Mining Machinery, Railroad Supplies

N HOBBS ACME BORDER
PRINTING CO., BOSTON, MASS.

234-238 E. 3d Street

St. Paul, Minn.

Dear Sir:-

MAKE MACHINERY DO YOUR WORK.

Isn't it a pleasure to look over a farm where practically all the work is done by labor-saving outfits? Here's where farm life ceases to be a drudge. Proper ways of tilling the soil make good crops and the value of the land is increased accordingly.

It is easy to picture in your mind the difference in pumping enough water by hand for twenty-five head of stock or hitching on a * * * * * Gasoline Engine to do it while you plan the best way to make a larger profit from your cows.

The man who runs his cream separator by hand, looks forward to the task as a daily burden. A * * * * * Engine will do the job while you eat your morning or evening meal.

Watch for the book which goes forward to-day under another cover. You will find it full of facts that are of interest to every practical farmer.

The estimates we are ready to make will surprise you. As many questions as you wish, it will be a pleasure for us to answer.

Yours truly,

FAIRBANKS, MORSE & Co.

Saint Paul

SET IN CHELTENHAM OLDSTYLE CONDENSED AND CHELTENHAM ITALIC
STYLUS BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You naturally like what pleases you. Every piece of machinery on your farm that gives good satisfaction adds just that much pleasure to the work. * * * * * Engines are a close approach to humanity. They step in as it were and lighten the load of labor; hard jobs are made easy and profitable.

Where once the task of turning the cream separator was a big burden in the early morning and near the end of the day's toil, a * * * * * Gasoline or Oil Engine now makes the work like play.

A few years ago farms without running water were not in demand, usually for the reason that the task of pumping by hand for live stock took so much time, to say nothing of wasted energy. A * * * * * Eclipse Pumper will fill an eighteen barrel tank at a cost of a cent and a half for gasoline. Just think of it!

Where it once took several days and perhaps weeks during the winter and spring to get up a year's supply of wood, it is now the work of a few hours with a * * * * * Wood-Sawing Outfit.

Taking the grist to the mill for most farmers means a whole day as good as wasted. Oftentimes a late start calls for an extra trip the day following, especially if business is brisk at the mill. This usually happens at times when a day can least be spared. The farmer with a * * * * * Grinding Outfit grinds feed on rainy days or at slack times when there is no regular work to do.

In the manufacture of * * * * * Engines, quality and efficiency are always foremost in mind, the builders being ever mindful of the work each engine is to do. Great care is taken to make every outfit perfect.

You will be interested in a proposition we are making on farm engines now. Let us know your needs and we will be glad to write you fully and serve you according to your wishes.

Yours truly,

The B. F. Goodrich Company

RUBBER GOODS

ADVERTISING DEPARTMENT

CHICAGO
CLEVELAND
ST. LOUIS
PITTSBURGH

INDIANAPOLIS
KANSAS CITY
PHILADELPHIA
MINNEAPOLIS

Our Products are also Handled in New
York, Buffalo and Boston by The B. F.
Goodrich Co. of New York, Detroit
by The B. F. Goodrich Rubber Co.

NEW CASLON HEAVY CASLON AND
CASLON ACME BORDER
CAN TYPE FOUNDERS COMPANY

Akron, Ohio

Dear Sir:-

It was too bad that the mother of Achilles just missed her purpose when she dipped the infant Greek in the River Styx in order to make him invulnerable.

His heel didn't get wet, and thereon hangs the tale of the mighty warrior's ultimate downfall and the triumph of his enemies.

It is the old story over and over again. A chain is no stronger than its weakest link; and to draw near the subject of our own theme, the automobile tire is no better than the knowledge and vigilance that attend any one of the processes that go towards making it complete.

A * * * * * Tire isn't rubber; it isn't fabric; it isn't theory; it isn't what one man thinks or a thousand execute.

It is the organization, experience, and equipment of the largest rubber factory in the world.

It is a reward for slighting nothing--taking nothing for granted--proving everything.

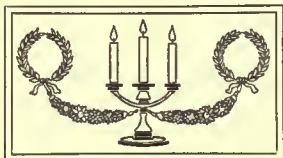
It's contagious and the communication is spreading fast.

Just increased our capacity to * * * * * Tires a day.

One good turn deserves another--Insist on * * * * * Tires.

Yours very truly,

The Illuminating Record



A Monthly Journal of Scientific Illumination

ILLUMINATING RECORD PUBLISHING CO.

Write for Advertising Rates • 983 CLARK STREET, CHICAGO, ILL.



SET IN ENGRAVERS OLD ENGLISH, RECUT CASLON AND RECUT CASLON ITALIC
CENTURY BORDER RENAISSANCE ORNAMENTS CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Barred [

] S

Dear Sir:-

To increase current consumption is the everlasting problem of central stations. That is why * * * * * special April issue will be a Current Consuming Device number.

The issue will be filled with discussion by authorities; suggestions, plans and ideas to increase central station business and profits--HOW TO BUILD UP A DAY LOAD AT OFF PEAK. It will be read and preserved by every manager who "makes good" with his stockholders.

Over 25% of American central stations are in the South; here the percentage of increase is four times that of the North, and the South is * * * * * field.

The South offers you an opportunity for profitable business that does not exist elsewhere. * * * * * with its guaranteed circulation, is giving you great help, at low cost, to establish your name permanently in the South.

Any change in your advertising for April--new copy or larger space--should have immediate attention.

Yours truly,

THE ILLUMINATING RECORD

A MONTHLY JOURNAL OF SCIENTIFIC ILLUMINATION

ILLUMINATING RECORD PUBLISHING COMPANY

983 CLARK STREET, CHICAGO

Gentlemen:-

You want the CONTRACTORS'--THE SUPPLY DEALERS' and the JOBBERS' business. You are, doubtless, going after it vigorously. There is your personal representative--your literature--your followup and your house organ, probably. All are very good. All are essentials to realize a gain in your sales. But do not overlook taking into consideration the value of the trade paper.

The editorial matter in any technical journal readily discloses the character of its circulation and therefore its adaptability or non-adaptability to your particular needs. Analyze the editorial matter in * * * * * and you will find it of exceptional value to you as an advertising medium.

* * * * * is published by former Electrical Contractors for Electrical Contractors and its vital editorial matter has made it indispensable to 5,000 of them in the United States and Canada. It is pre-eminently your particular medium--for the reason that it so effectively and extensively covers the ELECTRICAL CONSTRUCTION FIELD. YOUR FIELD.

Very truly yours,



THE ILLUMINATING RECORD

A Monthly Journal of Scientific Illumination

ILLUMINATING RECORD PUBLISHING COMPANY

983 Clark Street, Chicago

SET IN THE LITHO FAMILY VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

What about your advertising? The untilled farm yields no grain, the idle factory produces no dividend, the unread advertisement supplies no motive power to your selling campaign.

Your business success depends largely on two things. Equipment made as well as you can make it and advertising as good as your money can buy.

Glance through the pages of the sample copy we are mailing you to-day and you will be convinced not only of the magnitude of the field, but also of the superiority of * * * as an advertising medium.

Our Mr. * * * * * who called on you recently, states that you expect to deal with your advertising for 1911 in a few days. We therefore enclose our advertising rate card and shall be glad to have your order for at least half a page.

Wishing you the compliments of the season, we are,

Yours very truly,



Successful Farming

Successful Farming Publishing Co., E. T. Meredith, Publisher

WE GUARANTEE OUR CIRCULATION, PROVED BY THE POST OFFICE RECEIPTS, OR NO PAY



IN CLOISTER BLACK AND NEW CASLON GAXTON INITIALS
ARTICLE ORNAMENT MONOTONE BORDER
LE PRINTING CO., BOSTON, MASS.

Des Moines, Iowa

Dear Sirs:-

As an advertiser in the * * * * * you will be interested in the enclosed letters from advertisers in the * * * * * in the same month in which your ad appeared. These advertisers have each spent considerable sums of money in * * * * * as well as in the excellent medium in which your advertisement appears and for that reason their testimony is of value to you.

* * * * * is especially strong in its territory, "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY." No advertising medium is so strong in this territory.

A monthly circulation of more than 400,000 is absolutely guaranteed and proven on demand by Post Office receipts. We shall take pleasure in serving you through * * * * * advertising pages or in giving you any definite information you desire.

Yours very truly,

BOSTON
PROVIDENCE
SPRINGFIELD
HARTFORD
NEW YORK
PHILADELPHIA
BALTIMORE
ATLANTA
NEW ORLEANS
SYRACUSE
ROCHESTER
BUFFALO
CLEVELAND
DETROIT
CHICAGO

THE FISK RUBBER COMPANY

FISK AUTOMOBILE TIRES

BOLTED-ON CLINCHER Q.D.CLINCHER FISK-DUNLOP

INNER TUBES FOR ALL STYLES

FACTORY AND HOME OFFICE

CHICOPEE FALLS. MASS., U. S. A.

INDIANAPOLIS
MILWAUKEE
ST. LOUIS
MINNEAPOLIS
ST. PAUL
FARGO
KANSAS CITY
OMAHA
DENVER
SAN FRANCISCO
OAKLAND
SACRAMENTO
FRESNO
LOS ANGELES
SEATTLE

SET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Will you let us revise your tire bills? It isn't a Payne-Aldrich kind of revision we are asking you to consider but a genuine revision downward.

Those old casings that you throw away very likely have a good money value, but there are many instances when only an expert can tell whether it will pay to have repairing or retreading done.

The foreman of our tire repair department will be glad to look over your tires and to advise you just what can be done to your best advantage. No matter what make of tire you use, his opinion is yours for the asking and no obligation is incurred by you. Possibly you could use a bigger tire on the present rim and get better results. He can also tell you that.

In this day of motoring there is no excuse for excessive tire expense or for delaying and exasperating annoyances. If you are not wholly satisfied with your equipment, there is a remedy for your troubles.

The return of the enclosed card may save money for you and will give us the opportunity to get acquainted. We don't expect your business until we show you that we CAN REDUCE YOUR EXPENSE.

Very truly yours,

THE FISK RUBBER COMPANY



Our Goods Have Merit

*Inner Tubes
For All Styles*

MANUFACTURERS OF THE CELEBRATED

Fisk Automobile Tires

Bolted-on Clincher Q. D. Clincher Fisk-Dunlap

THE FISK TIRES ARE KNOWN EVERYWHERE FOR THEIR GREAT WEAR-RESISTING QUALITIES

Factory and Home Office

Chicopee Falls, Mass., U. S. A.

Dear Sir:

To-day we received a letter from a dealer saying he has sold 509 * * * * * Inner Tubes in the past seven months to car owners and up to the present time has not received a request for adjustment or the suspicion of a complaint.

A dealer from another state writes: " * * * * * Tubes are longer lived than any others. We have a great many users whose * * * * * Tubes are over four years old and the rubber is still bright and lively."

* * * * * Inner Tubes are unequalled. TWENTY-FIVE THOUSAND perfect to ONE imperfect is the record. The reason - these tubes are PURE Para rubber with only enough sulphur to vulcanize. They do not stretch out of shape and cannot deteriorate.

Very truly yours,

PARRY MANUFACTURING COMPANY

BUGGIES • SURREYS • PHAETONS • DRIVING WAGONS
SPRING WAGONS • DELIVERY WAGONS • CARTS

ADDRESS ALL LETTERS TO
PARRY MFG. CO., INDIANAPOLIS

THE LARGEST CARRIAGE FACTORY
IN THE WORLD

INDIANAPOLIS, IND., U.S.A.

SET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Mr. Brown, who calls on the Massachusetts trade, feels that in pursuing your sales activities, you cannot afford to overlook the features which have made the 1911 * * * * * line the hardest hitting and most liberal money-making proposition now before the vehicle dealer. He suggests the following undodgeable reasons why.

First - Light, neat and substantial gear work. Lighter axle caps than heretofore. Swedged axles.

Second - Improved top work. Smarter styles. Better material.

Third - Tasteful and durable painting and finishing.

Fourth - All upholstery material two ounces heavier than last year.

Fifth - Painstaking care in the matter of crating.

Sixth - Faithful and effective co-operation in the sale of the work and promotion of mutual interests.

Seventh - Dispatch in executing orders.

The * * * * * line for 1911 is the very line you're going to need. It meets your wants, maintains your custom and makes you money. It is the line that stands out pre-eminently in Massachusetts to-day because of its peculiar adaptability to the specific trade requirements, and Mr. Brown is convinced that you are the logical dealer in Boston to handle it.

Yours truly,



Sidland Glass and Paint Company

GLASS, MIRRORS, PAINTS
and BRUSHES of *All Kinds*

HANK W. JUDSON, Secretary and Manager

Eleventh and Howard Streets

Omaha, Neb.


IN 80001 DUTCH INITIAL
ERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The enclosed booklet on plate glass gives you some information that may be of value to you at some later date. The best homes to-day are glazed with plate glass and the difference in the appearance of a house glazed with plate and ordinary window glass is surprising. The difference in cost is a small item when you consider the difference in appearance.

We are prepared to furnish plate glass in any size, shape or design at prices that will interest you. Send us your list when in the market. We will be very glad to quote you.

Yours truly,

	<h1>The Van Twiller Market</h1> <hr/> <p>Meat, Fish, Poultry, Eggs, Truck and Provisions</p> <hr/> <p>Situated at Junction of Broad and Pabst Sts. in Borough of Manhattan</p>	
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Prompt Attention to
Phone Orders

New York,

SET IN VANDEN HOUTEN
MADE BY KEYSTONE TYPE FOUNDRY

Dear Sir:-

A salt mackerel, freshened to your taste, broiled to a rich brown and served with the juioe dripping from it, with melted butter, is a breakfast dish that will almost melt in your mouth.

Lobster salad is a very tempting dish. Imagine crunching into those delicious bits of crisp, fresh lobster and just getting enough of the piquancy of the dressing to fully develop the flavor. It is mighty good eating.

Fried clams, absolutely as fresh and perfect as served at any beach hotel. The clams dipped into bread crumbs and dropped in hot fat make a meal such as you seldom enjoy.

Shrimp on toast is luscious too, and you can have things for these and fifty other substantial or fancy dishes in your storeroom, always ready for an emergency. Such a selection as you can find nowhere else on earth.

We want your trial order and will send whatever you select on approval, to be paid for only in case you are pleased with what we send. We have done our part in again reminding you of what you are missing and in making it so safe and easy for you to try our products.

Why not make a selection to order now, right away, so you can begin enjoying these things immediately?

Yours very truly,

THE HOUSE OF BAERS'

GOOD PRINTING :: RULING AND BINDING

Office Furniture and Supplies
Blank Books of Every
Description
Stationery, Filing Devices



Modern Business Equipment
Loose Leaf, Card Index and
Manifold Systems
Everything for Your Office

216 and 218 Market Avenue, North
CANTON, OHIO

PRINTED IN CHELTENHAM GOLD SHADED
ORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

Good Morning:-

You know they sometimes blame woman for being
curious.

BAERS' must admit that the feminine sex cannot be
charged with all of it.

Our curiosity to know what has happened to that
order for printing you were going to send to us will not
be appeased until we hear from you.

What is the matter with telling us now while you think
about it?

The return envelope herein will bring your answer
Baerward in a hurry.

Yours very truly,



THE HOUSE OF BAERS'

GOOD PRINTING :: RULING :: BINDING

Office Furniture and Supplies Blank Books of Every Description Stationery
216-218 MARKET AVENUE, NORTH CANTON, OHIO



SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Good Morning:-

N O W
I S
T H E
T I M E
T O
S E N D
B A E R S '
Y O U R
O R D E R
F O R
B O O K S .
D O
I T
T O D A Y .

Yours very truly,

The National Sportsman

BOSTON, MASSACHUSETTS, U. S. A.

IN CASLON SCHULZ ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We salute you (simultaneously) gun for gun! Not on account of any Mexican indignities you have done us, or on account of any we expect to do you, but simply because we want to greet you cordially, and in the most up-to-the-minute way possible.

The June NATIONAL SPORTSMAN is now clearing for action. We will seize the Vera Cruz of buying apathy for you in short order, get it organized, gingered-up, and then we'll place the revenues in your hands--provided you "justify" us.

We are veterans of successful campaigns. One Bob Smith asked our aid not long ago. We fired a broadside in April, and Bob collected \$500.00 within the space of four weeks, and distributed 600 of his catalogs,--all as a result of that one salve.

We have a standing army of 70,000 Marines ready for business--not a Sniper among them--every one is behind a fire-spitting machine gun. Say the word and we'll turn 'em loose in June--and Hell Fire can't stop them!

Vera cruzly yours

THE HERMANN H. HEISER SADDLERY CO.

Manufacturers and Wholesalers .: SADDLES, WHIPS
HARNESS, COLLARS, LEATHER and HARDWARE

Established 1858
Incorporated 1906



1533-35-37-38 Blake Street

Denver, Colo.

SET IN RUGGED ROMAN
CHAP-BOOK CUT
AMERICAN TYPE FOUNDERS COMPANY

Dear Mr. Blank:-

How heavily do the mail-order houses hit into your trade? Do you want us to help you in your fight?

That's why we are sending you the copy of the finest sadlery catalog ever issued--that of the House of Heiser.

You know that the mail-order houses send out only the cheapest of printing and oharacter concealing outs--so then, to be as far opposite as possible, we have gone to great expense to get out the finest printing, on richly tinted paper stock, using a beautiful brown ink that shows the saddle JUST AS IT IS. That's where the difference is--the mail-order houses don't want to show real pictures--we want to leave nothing to the imagination.

Fifty-five years of experience--fifty-five years of KNOWING HOW go into the make-up of every piece of horse goods that bears our stamp. The character of this catalog is indicative of the oharacter of our goods--it represents the prestige we enjoy. That we ship to all parts of the world means something to YOU, the local dealer--it means the test of merit required in export trade guarantees you a QUALITY line.

We want YOUR orders only so long as it will pay YOU and to keep you with us we will have to SERVE you. And now, because we offer EXPERIENCE, PRESTIGE, QUALITY, SERVICE, we will be looking forward to your order.. When will you send it?

Yours for mutual relations,

VERN C. DIVINE



WEST 103 MAIN STREET

BELDING, MICHIGAN

IN COPPERPLATE GOTHIC SHADED
AL DECORATOR
ICAN TYPE FOUNDERS COMPANY

Gentlemen:-

Are the great mail-order houses hitting into your trade? Will YOU join a number of other wide-awake merchants in winning your patrons toward spending their money with you?

You've seen how these mercantile giants are now spending many hundred thousands of dollars for high-grade advertising, reaching out for new and keeping the customers now on their lists. The safest way to hold to your own, and attract new patrons is to join with the 4,000 other retailers who are enjoying the joint benefit of the services of a \$15,000 merchandising and advertising expert--at a cost to you of but FIVE\$\$\$\$\$.

Here in this town, ten years ago, I took a run-down business--the smallest establishment in town--and--in less than three years lifted it into leadership. This was done in the face of keen competition by old established houses and the big catalog people. You can do the same--you can beat the mail order firms by using the same advertising, the same BRAINS that made my success in pulling trade away from competition.

So many other merchants asked permission to use my advertisements that I began publishing them in book form. Now so steadily has the demand grown for my services as a salesbuilder, that last season 4,000 live retailers used my books of Business Building Ads That Sell Goods.

Before you spend a cent you can see ALL the advertising copy, in its exact size, shape and form of display, just the way it will appear for YOU. You can read every circular letter, every mailing card, every line of Ad-copy in the book--you can analyze the attention-attracting, interest-awaking, purchase-compelling qualities of these ads. I'll send the book to you on approval for five days inspection. If you are pleased--if you want the exclusive right to this service in this town--mail me five dollars.

Any reason at all may serve for sending the book back--but--I'm so sure that you'll want to keep your competitors from having this sales-speeding service, that I'll send it no money down, when you send me the signed card. Will you send for it now?

Yours for more sales,

Facsimile Letter Printing Co., Ltd.



NEW PROCESS ASSURING
FAR BETTER WORK

Rush Orders Solicited

DESIGNER AND PRODUCER OF THE HIGHEST GRADE

LITHOGRAPHY



6d TUDOR STREET, LUDGATE CIRCUS ▾ Telephone Central 14767. Telegrams "Bootudor, London"

SET IN AVIL ART ORNAMENTS CENTURY BORDER
AMERICAN TYPE FOUNDERS COMPANY

Thank you--for your recent letter.

It is our pleasure to mail you under separate cover, a copy of our Catalog "H". With the catalog you'll find a large colored illustration of our #555, the desk about which you inquired, and this will give you a better idea of its strong and solid construction and very attractive appearance.

On pages 22 to 25 you will find a number of styles of Filing Desks, but we recommend some form of our #555 or #888. A number of splendid drawer combinations are possible with either of these desks. The many styles of filing drawers shown on pages 20 and 21 permit a pedestal arrangement that will be best suited to your needs. In this manner you can select a desk that works FOR you, instead of one of the old style storage drawer desks that are so hard to keep in order. One of our clients calls his desk "the busy man's best friend." You'll find it an ideal desk for your work.

This "Complete Office On Legs" keeps all your important data at your finger tips, within reach from your seat at the desk.

Please study two things on page two, our unconditional guarantee that is your insurance policy and our freight prepaid offer. Both of these should appeal to the careful buyer.

It will be a pleasure to us to make you a permanent friend and customer.

Earnestly yours,



Wilson Confectionery Company



OFFICE AND FACTORY, 58 LAKE STREET

Minneapolis

WEDDING TEXT AND LIGHT COPPERPLATE GOTHIC
DECORATOR LITHOTONE BRASS RULE
AN TYPE FOUNDERS COMPANY

Gentlemen:-

Pure--Wholesome--Delicious--that's our "Original Wilson" Chocolates. No better made anywhere at any price.

We made the first "Original Wilson" chocolates years ago, made them as good as we knew how; we have improved them much in the passing years. We cannot make them better.

They have been imitated by many manufacturers, no one of whom has ever approached them in excellence.

Many of them have even appropriated our name-- "Original."

They all cut the quality much, and the price a little.

They all claim theirs to be "just as good as Wilson's."

The so-called "Bitter Sweets," most of them, are imitations, poorer in quality, higher in price.

The purity of the "Original Wilson" has never been questioned by any authority, either State or National.

These Chocolates are listed with your Company.

There are four flavors:

Vanilla, Cocoanut, Maple and Peppermint, @ 13¢ per lb.

Let us send you a small case that you may know of your own knowledge how much the public appreciate them.

Thanking you in advance for the courtesy of an acknowledgement, we are

Yours very truly,



Champion

Deering

McCormick

Milwaukee

Plano

Osborne



HARVESTERS AND OTHER LINES OF MACHINERY

INTERNATIONAL HARVESTER COMPANY

OF AMERICA (Inc.)

GENERAL OFFICES AT CHICAGO, U. S. A.



SET IN CLEARFACE GOTHIC INDUSTRIAL ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

What happens to the other one-third?

One-third of the value of the corn crop is in the stalks and the leaves; two-thirds in the ears. No one would think of wasting the ears, yet thousands of dollars are wasted every year by leaving the stalks and leaves in the field.

In the years of short hay crop, the man who puts part of the corn crop into silos and shreds the remainder, is able to sell what hay he has at a time when hay is bringing a good price on the market. His corn fodder, if cut at the right time, has almost the feeding value of good timothy hay. This has been proved many times by the foremost agricultural experts. Baled shredded fodder sells for a good price, and would not do so if it were not valuable as a stock food.

The only way to get this other one-third of the valuable corn crop is to cut the corn when it is in exactly the right condition. Any delay, even a short one, will result in the loss of a large percentage of the food value of this part of the crop.

You know that the corn cutting season is a very short one. You know about how long you can wait after your corn is in cutting condition before you either have to cut it at once or lose a large percentage of its food value.

There are two ways of cutting corn--by hand, and with a corn binder.

Cutting corn by hand means long hours of the hardest kind of work, bruised hands, scratches that frequently develop into serious wounds--in fact, it is a tiresome, trying time for all concerned. Why continue this wasteful practice when the Osborne corn binder will do the work so much easier, quicker and better?

It takes from five to seven men to cut as much corn by hand in a day as an Osborne corn binder will cut. So it is a time and labor saving proposition to use the corn binder--particularly if labor happens to be scarce (and it usually is at corn harvest time).

The next time you come to town stop in at the Osborne dealer's and look at an Osborne corn binder. It will not take you long to see why that is the machine that will save you time and money.

Yours very truly,

The Facsimile Letter Printing Co. Ltd.



PRINTING FOR LETTER FORM ADVERTISERS

Complete Service Furnished from the Writing of Letters to the Stamping and the Posting



HIGH GRADE LITHOGRAPHY BY THE NEW TRANSFER PROCESS WHICH ASSURES BETTER WORK AT REDUCED COST

BULFINCH OLDSTYLE BULFINCH BORDER
TYPE FOUNDERS COMPANY

"DON'T---MISS---IT---FOR---A---MILLION!!"

Sir:-

I've a little book that means WORLDS to you!

It means more, much more than you ever dreamed a little book COULD!

It has within its pages the most startling, wonderful, practical and powerful prescription for Success ever written down by the hand of mortal man!

This small volume has actually changed the course of many men's lives.

AND YOU CAN READ IT IN AN HOUR!

That one short hour may mean more to you than any YEAR of your life thus far!

Please don't think I'm exaggerating just to interest you in it. I'm telling you the plain unvarnished truth.

Now, because of its almost unbelievable INFLUENCE upon the life of every man who reads it--its magioal effect upon his immediate prospects and plans, it is called

"T-H-E M-A-G-I-C S-T-O-R-Y"

Listen, Sir--let me sincerely say that every day you delay reading it you are MISSING AND HEEDLESSLY PASSING BY something you've probably sought for years--sought, looked, longed for, envied and admired in OTHERS--something that would give you THE GIFT OF GETABILITY--that Power of Accomplishment, of Cashing In on Your Abilities, of Governing Yourself and the Other Man, of Turning Dreams into Realities, of Changing Hope to HAVE, Maybe to MUST,--and Uncertainty, Hesitancy, Delay and Fear into POSITIVE, VIGOROUS, UNAFRAID, SUCCESSFUL ACTION!

Facsimile Letter Printing Co. Ltd.



High Grade Lithography

BY THE NEW TRANSFER PROCESS ASSURING BETTER WORK
AT REDUCED COST - ALL ORDERS PROMPTLY EXECUTED



SET IN CLOISTER BLACK AND NEW CASLON STRATHMORE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

-2-

"The Magic Story" really TELLS HOW, in clear, clean-out, heart-to-heart style that DRIVES THE BIG THOUGHT CLEAN HOME! I KNOW you'll be profoundly glad I wrote you, profoundly glad you "listened" to me and sent for this book, grateful that you drank in its every word AND MADE IT A NEW PART OF YOU! It will give you Fresh Strength, Firmer Purpose for all the things of life--new, real vigor of mind and spirit; a Higher, Clearer, Surer, More Buoyant and Bounding Belief in Yourself that will STAY WITH YOU FOREVER.

The Book costs \$1.00. It's worth \$100,000. By the way--pretty expensive reading that--\$1.00 for ONE HOUR-- BUT

BURN THIS IN YOUR MIND:

It MIGHT be much more expensive NOT to read it. NOT to read it may cost you MANY THOUSANDS!! Think it over. I'll be \$1.00 richer if you write to-day and put that amount in the envelope, BUT AT THE END OF A YEAR YOU'LL LOOK BACK AND SAY THAT \$1.00 WAS THE MOST MIRACULOUSLY MULTIPLYING MONEY YOU EVER PARTED WITH IN YOUR LIFE!!

For "The Magic Story" is a miracle-book that BUILDS NEW BACKBONES AND BIGGER BANK ACCOUNTS.

It will pay Huge Dividends to You and You Alone!

SEND for it--don't miss it for a Million!

S-e-n-d T-o-d-a-y

Yours truly,

P. S. I will refund your dollar if you are dissatisfied.

25.
4

NOTES AND COMMENTS

PERSONALITY

Letters in which the personality of the writer is shown. Also letters having the "personal tone", the conversational style, originality, the human interest style. Letters which are strong in the viewpoint of the prospective—those in which the writer looks through "the other fellow's eyes". The characteristics which mark these letters may appear in the opening, closing and often throughout the whole letter.

§53 The two letters, pages 187 and 188, were actually written by a woman and have an appeal that is rather hard to get except through the personality of the writer.

The letter on page 189 is of the more personal kind and makes its appeal along personal lines.

The letter on page 190 gains attention by its appeal to patriotic pride. This letter was written by a woman and in that vein of woman-to-woman talk.

§54 The letter on page 191 is one that proved highly successful for a large public service corporation. Forty-five thousand of these letters were sent out to consumers; 125 replies were received the same day the letter was mailed; 2,578 replies were received on the second day; 1,037 replies were received on the third day; 930 replies were received on the fourth day. In all 7,431 replies—nearly 12 percent—were received. Of these 6,945 expressed themselves as entirely satisfied with the service. Mild criticism and suggestion were received from 396.

As a stamped addressed envelope was enclosed for reply, the company naturally assumed that those who did not reply were satisfied with the service, or at least had no specific criticism to offer. This letter together with an analysis of returns was published in all the daily papers in the city as a display advertisement on the sixth day after it was sent out. This

LETTERS THAT MAKE GOOD

shows the advantage, even in a good-will letter, of asking some specific question or making some specific suggestion. In this case complaints were called for, but by far the larger number of replies were commendations instead—which was, indeed, to be expected.

The complaints were taken up individually and straightened out to the satisfaction of the parties making them.

Thus the letter accomplished a threefold purpose: it brought out whatever dissatisfaction existed and enabled the company to correct it; it proved tremendously successful as a good-will letter, as the replies show; it brought out some very valuable facts that were used in advertising to possible consumers. Each letter was carefully “filled in,” thus making it appear to be a personal typewritten letter. It is not a masterpiece of rhetoric, but a simple, personal message from the General Superintendent.

§55 The letters, pages 192 and 193, are two of a series and are commented on by Mr. E. Wallace Brainard as follows:

“The purpose of these letters was to attract attention, arouse interest, stimulate desire, and, by their constant dripping, sell advertising space.

“I have found them all very valuable in developing a business friendship by correspondence and hence gaining an advertiser’s confidence likewise in time secures his advertising.”

§56 On page 194 is a letter contributed by Mr. B. H. Tichnor, Jr. It was first sent to dealers with excellent results, and afterward was used by a number of retailers. One book store sent it out to a list of 2,000 and it sold over 10 percent of them direct by mail. It is a strong human-interest letter, makes a forceful appeal to sympathy and imagination, and is remarkably well adapted to the proposition it has to offer.

LETTERS THAT MAKE GOOD

§57 The three letters, pages 195, 196, and 197, were contributed by Mr. John Irving Romer and are letters that have been productive of good results and many favorable comments. The easy conversational style carries the reader along almost unawares and is conducive to a state of mind that lends itself readily to confidence and suggestion. Mr. Romer modestly says that they are not model letters, but it is certain that their good qualities far outweigh those of many letters that have been held up to us as models.

§58 On pages 198, 199, and 200 are three letters contributed by Elbert Hubbard on which he makes the following comments:

"I have used these letters with great advantage and benefit. However, I would not recommend any one else to follow the general style of these too closely.

"The fact is that every business is a sort of individual problem, and while these letters brought me big returns, business men who deal in staples might consider the missives a trifle frivolous."

§59 The letter on page 201 is highly imaginative and seems to depend almost entirely upon creating desire by this method and then leaving the reader to act without explicit suggestion. The offer to ship on approval is depended on as the clincher, the final paragraph being too formal to stir the prospect to action otherwise. It is, however, one of the most productive letters ever used by this firm and brought excellent returns.

§60 The letter on page 202 was sent to a list of ten thousand names throughout the rural districts of New England. It is personal in its tone, makes an appeal to holiday generosity, suggests buying for gifts, and has a strong close. The returns were unusually large for a letter of this kind.

§61 The letter on page 203 opens with the headline paragraph. The whole letter tends to fill the reader with the spirit of ideal

LETTERS THAT MAKE GOOD

suburban life. While it is impersonal in its opening, the body of the letter is an elaborate talk such as might be expected of a sincere enthusiast on the subject about which he is talking. The selling arguments are handled in a clever but interesting manner. In the closing paragraphs the possible objections are met in a general way.

§62 The letter on page 204 was contributed by the Welsbach Company as one of the most productive they have ever used. It uses the argument of an expense-saving move turned to benefit for the customers. This suggests liberal business policy and thus gains confidence.

§63 The letter on page 205 was used to call attention to a new catalog and is a plain, businesslike statement that should appeal to the class of prospects to whom it was sent. In immediate orders this letter brought a net profit of more than twenty dollars for each dollar expended. Through the sale of small tools mentioned in the second paragraph business relations should be opened that would lead to orders for more expensive machinery.

§64 The letter on page 206 is written in an interesting vein that should appeal to the class addressed. It is the tone of the letter probably more than any other quality that makes its strength of appeal.

§65 The letter on page 207 proved to be a very effective appeal to the class of people addressed and made an unusually big holiday trade for the florist who used it. The invitation to inspect the offerings without obligation would naturally appeal strongly to women.

§66 Two excellent letters from a retail clothing store, one to men and the other to mothers of boys, are on pages 208 and 209. The main argument is satisfying customers in merchandise and methods and in a general way trying to create and maintain good will. These letters are general where the letter to produce direct sales must as a rule be specific. These letters are

LETTERS THAT MAKE GOOD

an inducement to patronize this store for wants in this line, but do not create demand.

§67 The six letters, pages 210 to 215, were contributed by F. H. Chase as a series that were very useful in getting more business from old customers, and stirring up many that were not buying regularly.

§68 The letter on page 216 was sent to a list of 757 industrial plant operators and 94 replies were received. The amount of business resulting from these replies was highly pleasing to the company using the letter.

The first and third paragraphs of this letter were severely criticised by three different advertising men and all advised not using it. In spite of this it was sent out and over 12 per cent of replies were received.

§69 A very good letter sent by a large manufacturer to dealers is found on page 217. This was selected as the most resultful and satisfactory used by this house. It is plain, brief, and is written from a point of view which should make a strong appeal to dealers.

§70 On page 218 is a letter which stands out as a distinct type and which seems to violate most of the principles that are usually safe to follow in writing. It probably won on its humor, which is of a sort that would naturally appeal to the class addressed. It proved to be one of the most effective in pulling business of any ever used by this concern.

§71 The two letters, pages 219 and 220, were contributed by Mr. Mac Martin and commented on by him as follows:

“First letter:

“Number sent out 304.

“Number of replies 47.

“Number of new accounts received 3.

“Number of orders received 7.

LETTERS THAT MAKE GOOD

"Gross profit on first orders received \$1,427.

"The reasons why this letter brought this rather large return might be catalogued as follows:

"1—Quality of paper, printing, and typewriting was the best I could make it, regardless of expense.

"The letter was filled in in our regular form with 'My Dear Mr. Doe' at the top and the name and address of the recipient at the bottom.

"3—It was signed in ink by myself.

"4—The letter is short, shorter than most business men are used to receiving.

"5—The letter was timely.

"a—In the first place it referred to an incident in my personal experience on which the local newspapers had given considerable publicity. (In a business which seems to have a professional nature, business often gets away by people thinking you are still out of town.)

"b—It was sent out at the close of a rather dull summer season when most of the recipients were feeling the need of some stimulant for business.

"6—The letter was natural. After writing my first draft I called upon a representative of the list and used the exact words in conversation with him to see if the style sounded natural. This is the hardest test I know.

"The letter contained a definite proposition. (In this relation it might be interesting to note that only one of the orders received was for a booklet, the definite proposition suggested. The suggestion of a booklet was used in the form of a 'leader' only.)

"8—The appeal was in the form of Suggestion and the particular arguments in favor of the action were worked in as descriptions of the service which were supposed to be taken for granted. (To the fact that a reply

LETTERS THAT MAKE GOOD

required no prolonged deliberation I attribute considerable of its success.)

"9—The letter was personal. The letter was addressed to 'you,' a definite representative of the list.

"10—The conclusion suggested immediate action and, to an extent, described the process of an action. (It might be interesting to note that, although the action suggested was that of telephoning, not one of the replies came in that form; and I did not expect them to. One came in as a personal call of a man from out of town who arrived the same day he received the letter. Four came as voluntary interviews the next time I saw those men at a Club. The other forty-two came as letters.

"I might add that I have never received less than 5% response of some kind from a letter of this description.

"This letter was not 'followed up' in the regular sense of the word although on December 26 I sent another letter (page 220) to 218 of this same list and received 22 replies. This New Year's letter was not written with the expectation of receiving any immediate replies. It is too early at this date to estimate the amount of gross profit on this New Year's letter."

§72 Two of a series of letters (pages 221 and 222), used by a large carriage manufacturing concern, are commented on as follows:

"Our sales department supports a large corps of travelers, and most of the orders received are written by salesmen. The selling plan is to market the work through the travelers rather than by mail; however, it is the policy to supplement the travelers' activities by the liberal use of follow-up letters. Naturally these letters are intended to mould the dealer's opinion and impress him

LETTERS THAT MAKE GOOD

with the desirability of handling the goods in order to pave the way for the traveler.

"It will be seen, therefore, that our letters are designed more particularly to co-operate with the salesmen than to solicit immediate orders by mail, although of course a considerable volume of business comes to us through the mail. The usual method is to employ a series of five or six letters sent at intervals of from one to three weeks. The series, therefore, rather than the individual letter, should be considered in determining its effectiveness, because the individual numbers of the series are so closely related that the results of a single letter would be hard to tabulate."

§73 The letter on page 223 is brief and personal in its tone. It brought a consistent seven per cent of returns which is considered very large in the business in which it was used.

§74 On page 224 is a letter which brought very satisfactory returns. It was contributed by Mr. W. B. Greene and commented on by him as follows:

"This letter was mailed to a small list of glass manufacturers. We, therefore, were able to know rather definitely the matters in which these people would be interested, and to write our letter accordingly. We paid particular attention to the sequence in order to gain and hold attention.

"The cost of operation of a plant is always a live topic with the manager and the immediate reference to a very large company in the business and the fact that we were sending them a description of an important part of this company's equipment, was a matter of considerable interest. Having gained their attention, we were able in the second paragraph to offer

LETTERS THAT MAKE GOOD

the services of our Engineering Department. It was unnecessary here to attempt to sell our machinery as there is nothing to sell until the engineers have studied the conditions and made recommendations.

"The third paragraph offered the House Organ after they had become interested in this through the article mentioned above.

"We believe that we had this material arranged in the proper order as every concern would be interested in the first paragraph, but a relatively small number in the second. The second paragraph, however, would have no value without being preceded by the first. Responses to this letter have been rather exceptional, considering the product which we sell."

§75 On page 225 is a letter used by a manufacturing concern to create demand of the jobber for their goods. The letter is an argument showing the advantage to the dealer in carrying goods of high quality backed by reputation. The statements are made from the dealer's point of view, the fifth paragraph taking up the argument for the particular goods offered by the manufacturer.

§76 On pages 226, 227, and 228 are three letters used by a lumber dealer. In each case the opening paragraphs are statements from the reader's point of view. Based on these paragraphs the remainder of each letter is a general sales talk. They brought a very perceptible increase in the daily purchases from this concern by contractors and builders during the period while they were used.

§77 The letter on page 229 brought larger returns than any other ever used by this firm. The appeal is intended to pull from the highest class trade. No specific appeal is made and it is merely a little quality talk opened with an implied compliment, both of which seemed to be very effective.

LETTERS THAT MAKE GOOD

§78 The letter on page 230 was contributed by Mr. D. Arthur Bowman and commented on as follows:

“To create a desire one must first establish a prestige. To do this latter it is not only necessary to have character, personality, and straightforwardness (NOT flippancy) in the investment banking house letters, but a degree of helpfulness and suggestive information which will form in the mind of the prospect a concrete picture.

“Summing up, the first point to be established is the matter of confidence. After that has been gained, the facilities of the house should be briefly explained. This spells service. Finally, distinct offerings of securities may be made, which means the exposition of opportunity. These three steps properly taken, success should follow.”

§79 The letter on page 231 is a good example of a brief letter to break the ice with new prospects as well as a follow-up. In this case an enclosure was used in order to create the interest necessary for the interview sought.

§80 The letter on page 232 was used by a large advertising agency and is self-explanatory. The friendly tone of the letter throughout makes it valuable from a good-will standpoint. The closing shows a highly optimistic viewpoint the keenness of which makes it highly commendable in the personnel of an advertising agency.

§81 The letter on page 233 was typed in red with note on side and bottom margin in imitation handwriting. It is original in its construction and no doubt that is in a large measure responsible for its unusual success. It shows the value of originality.

§82 The letter on page 234 is essentially a formal business announcement in the first paragraph. It was sent to a list of

LETTERS THAT MAKE GOOD

automobile owners and patrons to try to interest them in a new model of a different make from their own cars, yet carefully avoiding any suggestion that might offend. It is not strong as a sales letter but as a good-will letter was very effective.

§83 The letter on page 235 is commented on as follows:

"1st, it requests the privilege of talking to the buyer on what he is interested in; 2nd, it not only emphasizes Paint but gives an idea of our other stock; 3rd, it emphasizes service; 4th, it stresses the fact that we are the only manufacturers in this state."

§84 The letter on page 236 is illustrative of a simple proposition for keeping in touch with customers and showing interest in their patronage. It has a value of general advertising aside from what direct orders might result, although it proved more than ordinarily satisfactory in immediate results.

§85 The letter on page 237 was contributed by Mr. Clark E. Schurman with the following comments:

"Here is the letter that has created the most interest of any I have used in four years and it must be known before reading it that our company has shown evidence of its mechanical ability through a long series of fine booklets and has proposed many plans of advertising to this list of furniture manufacturers, month by month before this letter.

"Also that in the furniture industry the writer is fairly well known for a few successes with difficult furniture accounts. I suppose the conversational tone of this letter and its confessional character have something to do with its success.

"Perhaps the opening is strong because it takes up the attack by a third party upon the recipient and the writer, throwing us together in mutual interest. The

LETTERS THAT MAKE GOOD

proposition in the first paragraph is so striking and important, if true, that a man could hardly pass up the rest of the letter.

"The illustration in the second paragraph justifies the first assertion.

"In the third paragraph one party on the defensive admits the challenge of the outside manufacturer and accepts his share of the blame, which subtly suggests that the recipient of the letter may as well admit his share.

"Likewise, we have offered a good example in the matter of a resolution in the fourth paragraph and invited a frank, explanatory answer by quick termination of the letter without any preaching.

"We received a number of long answers to this letter and two manufacturers came from a distance of over a thousand miles to take it up personally."

§86 The letter on page 238 is a remarkably clever handling of a very delicate situation. It is a production of Mr. Louis V. Eytinge and shows keen analysis of the situations confronting both the customer and the dealer. This letter has a tone that is hard to get in a letter of this kind.

§87 The letter on page 239 is one that shows remarkably clever handling of a complaint of high prices. It states the policy of the house in a manner that is sure to make a good impression and convince of the worth of the goods and the sincerity and reliability of the firm. This letter is from Mr. Louis V. Eytingé.

§88 The letter on page 240 is an excellent example of what can be done by way of putting personality into correspondence. The opening is one that would get attention and interest at once and the "action" all through the letter carries the reader without effort. The connection between the opening and the real proposition of the letter is made without a break. The closing is brief and strong and aims to make the response easy.

Cluett-Jackson Shoe Company

George H. Cluett Walter A. Jackson

Paterson's Leading Shoe Store

*Men and Women's
High Grade*

SHOES

216 Broadway

Paterson, N. J.

MEMBERS OF THE BOONH FAMILY ITALIAN BORDER
CAN TYPE FOUNDERS COMPANY

Dear Madam:-

Cinderella was not the only nor the last of her sex to win by a pretty foot. It's being done every day.

A beautiful, well-shod foot appeals just as forcefully to-day as in the time of Cinderella. The Prince knew what he was about when he chose the girl who wore trim, pretty footwear. He knew that she would make him a good wife. And if he had known about the * * * * * shoes, he would have stipulated that she wear them.

Have you ever pictured in your mind's eye the style of shoe you wanted and the way you wanted it to look on your foot, and tried to find the shoe to fit the picture? I've done it many a time, but when I went to the dealer's and asked to try on real shoes, they always fell far short of the picture. It seemed as if the shoes were all made for some other shaped foot.

Since I have known about * * * * * shoes, I know what it is to wear a boot of lovely lines, one that conforms to my foot, yet has the snappy, correct style which so appeals to a particular woman--the look which makes it a pleasure to appear in the newest walking costume, with short, scant skirt.

There's a last in every style to fit your foot, and a style in every last to fit your individuality. They have that made-to-order look, too.

Yours very sincerely,

For THE * * * * * COMPANY

CARRINGTON & CO.

THE FAMILY SHOE STORE

QUALITY FOOTWEAR FOR DISCRIMINATING PEOPLE

LOW VAMP SHOES FOR
THEATRICAL PURPOSES



SET IN ANTIQUE SHADED
LITHOTONE ORNAMENT LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

580 South Street

Memphis, Tenn.

Dear Madam:-

There's a cheery little pair of * * * * * walking boots waiting for you at the dealer's--made for you, to your taste and your style; just the thing to wear with that smart, new trotteur gown you've had sent home.

You'll love them when you see them; they have exactly the look you've been thinking about for that purpose--mannish, but nothing lacking in grace and daintiness for all that. As Rebecca would say, they seem to be shrieking aloud for you to come and buy them.

When you look over the walking boots, you will be so pleased that the sympathetic salesman will show you some of the dress models, and then you will be lost for sure. A shoe for every occasion, and positively the best for that occasion, * * * * *, every one of them.

Besides, here is a secret I haven't told you before: The * * * * * are so unbelievably reasonable in price that you need no longer feel that horrid pricking of the conscience that you have tried to down heretofore when you indulged yourself in the kind of boots your taste demanded.

STYLE, COMFORT, MODERATE PRICE! You'll be the envy of your most fastidious friends.

DO go and look at those walking boots.

Yours very sincerely,



GILBERT & SHERMAN
Dealers in Shoes for Men and Women



50 State Street
Minneapolis, Minn.

DONI SOLO SHADED FLORAL DECORATOR
TYPE FOUNDERS COMPANY


Dear Sir:-

As I have not had the pleasure of seeing you in our store lately, which may be due either to the fact that you have not been in, or that I was engaged when you called, it occurs to me that perhaps you have not looked over our fall and winter lines.

In all my many years in the shoe business I have never handled such an attractive line of shoes as the fall and winter styles of the * * * * *. The lasts are particularly good, and they will be sure to appeal to your artistic sense.

Some of these lines of the fall shoes are going to be very rapid sellers, and as I know that they are the kind of shoes that appeal to you, I want to suggest that you look in as soon as you can make it possible, so that you may be fitted and suited before the line begins to run out.

Very respectfully,

	<h2 style="margin: 0;">GEORGE B. DOWNES</h2> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="text-align: left;"> <p style="margin: 0;">Superior Service Guaranteed to Customers</p> <p style="margin: 0;">Leading Shoe Store in St. Louis</p> </div> <div style="text-align: right;"> <p style="margin: 0;">DEALER IN MEN'S AND WOMEN'S</p> <p style="margin: 0;"><i>High Grade Shoes</i></p> </div> </div> <hr/> <p style="margin: 0;">CORNER STATE STREET AND BROADWAY, ST. LOUIS, MISSOURI</p>	
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SET IN PABST OLDSTYLE AND PABST ITALIC STRATHMORE ORNAMENTS
 DELLA ROBBIA BORDER CHAP-BOOK GUIDONS INLAND BORDER NOS. 641 AND 1241
 AMERICAN TYPE FOUNDERS COMPANY

Dated (

)

Dear Madam:-

America leads the world in artistic, correct shoe making, and the new models of * * * * * shoes, lead America in every point that most appeals to women of taste.

The designer of * * * * * shoes is an artist and an enthusiast. He has spent a lifetime studying the human foot and how best to bring out its beauty lines. This designer man says he is going to keep on studying and improving the * * * * * shoes until every woman in America will want a pair just to see how attractive her foot can look.

It really doesn't seem as if anything could be more completely satisfying than the new models.

The materials, too, that go into these shoes are as good as the style. Selected hides, worked and shaped by people who like their work and know it better than anyone else ever knew it. The velvet ones are velvet, not velveteen, and the buckskins are dreams; then there are the tans--but why say more?

You simply can't resist them.

Yours very sincerely,

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON



GENERAL OFFICES: No. 39 BOYLSTON STREET
ADDRESS ALL COMMUNICATIONS AND COMPLAINTS TO THIS OFFICE



WE ARE PREPARED TO FURNISH INFORMATION AND SUGGESTIONS RELATIVE TO THE INSTALLATION OF ELECTRICITY

IN BULFINCH OLDSTYLE TWENTIETH CENTURY ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Boston, Mass.

Dear Sir:-

I hope you will not think I am encroaching unduly upon your time if I call the following matter to your attention. Has it yet been brought to your notice that the price of electricity throughout this Company's entire territory is to be reduced this morning from 11 cents to 10 cents per kilowatt hour,--a drop of nearly ten per cent?

Have you any fault to find with the Edison service? Is there anything I, personally, can do, or this Company can do, to improve our service--to satisfy you better?

I would esteem it a privilege to hear your criticism on your electric supply, or your criticism of any representative of this Company with whom you come in contact.

I am enclosing a stamped addressed envelope for your convenience. I earnestly solicit an expression of your views or suggestions, or any helpful advice to the end that the service we render may, if possible, be improved, or that your relations with our employees may be made more pleasant.

Yours very truly,

Cosmopolitan Magazine

381 Fourth Avenue

New York

Dated of I

SET IN ENGRAVERS OLD ENGLISH BOLD CHAP-BOOK GUDONS
AMERICAN TYPE FOUNDERS COMPANY

The * * * * * Stocking Co.,

* * * * *

Gentlemen:-

Last night I visited a house - just a plain middle-class house.

Over in a corner of the living room sat a white-haired old lady. She was darning socks.

And I thought of dear Tom Hood, and his immortal "Song of the Shirt," and then, far be it from me to travesty such a genius, I jotted down these lines:

The Song of the Sock

With fingers weary and worn,
Darn, darn, darn,
A woman sat all forlorn.
Darn, darn, darn.

No blessed leisure in evening hours,
A pile of socks before her towers.
They have to be mended - her spirit cowers.
Darn, darn, darn.

This family were subscribers to, and readers of * * * *
-- There's nearly a million other families like them. What
an appeal you could make through our pages!

Ask your agent about the February number.

Yours very truly,

P.S. Rate \$500 a page, and pro rata. February forms close
December 15th. Magazine on sale January 10th. Hurry copy
for February number - send it direct, and instruct us through
your agent (if any).



COSMOPOLITAN MAGAZINE

381 Fourth Avenue

NEW YORK

The * * * * * Stocking Co.,

* * * * *

Gentlemen:-

I thought of a second stanza for the "Song of the Sock"
- here it is:

O men with sisters dear,
Darn, darn, darn,
O men with mothers and wives,
Darn, darn, darn.

'Tis not that you're wearing small holes in your socks,
But the fact that such labor one's true spirit mocks;
So go to your hosier -- and order a box --
Of * * * * * - the wonderful Guaranteed Socks
Darn, darn, darn.

And I'll wager that the million, or more, women readers
of * * * * * will bless you, and your thoughtfulness, if
you bring home this fact to their menfolk - and you reach at
least three million men and women when you advertise in our
pages.

As I told you previously, the \$500 rate holds good for
February. Forms close December 15th, so hurry up copy. We
don't want to rush things at the last moment.

Yours very truly,

In reply
refer to
CMI



HOUGHTON MIFFLIN COMPANY

THE RIVERSIDE PRESS
CAMBRIDGE • MASSACHUSETTS

Dear Sir:-

If you have watched a band of immigrants landing from an ocean steamer, or have gazed upon them herded together in some railroad station, did the thought ever strike you how hopeless their lot seemed to be?

Did you ever stop to ask yourself what compelled them to leave their homes, what thoughts were in their minds, and what were their plans for the future?

Mary Antin, once a poor young Russian immigrant, answers you in "The Promised Land." Can you read the few words by her that follow without a clearer understanding of what America means to the downtrodden alien?

"Born in a Jewish 'Pale' in the mediaeval atmosphere of a dark corner of Russia, I early fled from the scourge of despotism and took shelter under the American flag. I brought nothing with me but my memories of an old order of things and a great hunger for the bread of freedom. How I was fed and taught and helped till the scars of my early martyrdom were effaced, how the democratic institutions of America carried me in a decade through as many centuries of progress - that is the story of my life. To love your country understandingly, you should know what I have been and what I have become. In the book of my life is written the measure of your country's growth and an answer to your doubts."

Can you imagine anyone not wishing to read the book summed up by these words?

Can anyone fail to be benefited by the autobiography of this young woman who braved the unknown privations of a foreign land, and before the age of thirty won a respected position among her adopted people?

Few books touch the human heart as does Mary Antin's autobiography, "The Promised Land."

Yours very truly,

PRINTERS' INK PUBLISHING CO.

PRINTERS' INK, The Weekly Journal of Advertising

CHICAGO, 1206 Boyce Building
Geo. B. Hische, Manager
BOSTON, 2 Beacoo Street
Julius Matthews, Manager
ST. LOUIS, Third National Bank Bldg.
A. D. McKinney, Manager
ATLANTA, Candler Building
Geo. M. Kohn, Manager
PHILADELPHIA, Lafayette Building
J. Rowe Stewart
MONTREAL, QUE., La Presse Building
J. J. Gibbons, Manager

SET IN RECUR CASLON AND NEW CASLON
MOORE PRINTING CO., BOSTON, MASS.

12 West 31st Street

New York

Dear Sir:-

It is nearly three years ago that I happened to notice at an adjoining table in the Waldorf dining room Mr. E. D. Gibbs, for ten years Advertising Director and trainer of salesmen for the National Cash Register Company. I went over to his table and tried to persuade him to write for PRINTERS' INK a series of articles which would tell the inside facts of how the National Cash Register Company has been able to get out of its selling force such remarkable efficiency.

Mr. Gibbs agreed at once that such a series of articles would be one of the most inspiring business stories ever written - that they would be of tremendous value to men in other and very different lines of business. Mr. Gibbs was very busy. Other things were pressing for his attention, etc., etc.

I have been after Mr. Gibbs for these articles ever since, and just now, when I had about despaired of ever getting him to write them, he has sent in the first instalments. They will begin to appear in PRINTERS' INK June 29th under the title, "How The National Cash Register Company Gets 100% Efficiency Out Of Its Men."

At various times 200 different concerns have started to make cash registers in competition with the N. C. R. and they have had to go out of business because the N. C. R. had its selling organization in such perfect condition. Yet this company was not always so strongly intrenched. Back in 1892 President John H. Patterson was expecting a business panic. In order to be prepared for the storm he took Mr. Gibbs on a tour of all their branches. What they learned on this trip was amazing. No doubt the same conditions prevail to-day in 90 percent of the business concerns of the country. What Mr. Patterson and Mr. Gibbs did to meet the situation, up to that time unsuspected, will be told in these articles, step by step.

Enclosed is a blank subscription order for PRINTERS' INK for one year. The cost involved is a mere \$2 for 52 issues. These Gibbs articles are only a sample of the vital and helpful matter appearing in our columns week by week.

Very truly yours,

Printers' Ink Publishing Company

PRINTERS' INK, The Weekly Journal of Advertising ☛ No. 12 West 31st Street, New York

SET IN ENGRAVERS OLD ENGLISH AND RECUT CASLON CHAP-BOOK GUIDONS
POOLE PRINTING CO., BOSTON, MASS.

Dated {

Dear Mr. Jones:-

One of our star contributors has become a farmer. A couple of years ago, James H. Collins bought a 240-acre farm up in the Berkshires and the work of putting it in condition has brought him into the market for all sorts of things.

In PRINTERS' INK for September 28th, Mr. Collins will throw very interesting light upon the farmer as a purchaser of advertised goods. The title of the article will be:

"THE WEAK SPOT IN GETTING
COUNTRY TRADE."

You know how James H. Collins holds the interest of the reader on any subject that he tackles and here is a matter that he feels deeply about. His talk will be right from the inside and it is going to do advertisers a world of good because it will wake them up as to the right way of going after the farmer's patronage.

There will be other good things in our September 28th issue on the agricultural advertising situation. You ought to be represented by at least a page advertisement - cost \$50. I am sorry to say that we can't offer you much in the way of preferred position for these are taken way in advance at extra prices. But we can promise you a good position, next reading, at run of paper rate. In fact, there isn't an undesirable position in the entire paper. First comers will get the preference, however, and if you will wire us your order immediately on receipt of this letter, it will help a whole lot.

Forms close September 22nd.

Yours truly,

Printers' Ink Publishing Company

PRINTERS' INK, The Weekly Journal of Advertising



12 West 31st Street

New York

LET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER
ODLE PRINTING CO., BOSTON, MASS.

To the Advertising or Sales Manager,

Dear Sir:-

We are so sure that we have a good thing in these Hotchkin articles that we are sending you the first one complete, just as it was printed in PRINTERS' INK for October 12th. When you read it you will agree that it is pretty live information.

There's more to follow. We are so certain that you'll want it -- and the other coming features in PRINTERS' INK -- that we have printed this little circular just to give you another chance to subscribe while the Hotchkin articles are current.

When you come to the end of the articles you will find a blank. Won't you sign it, please?

Very truly,



Dear Friend:-

Why not surprise your cerebrum, and give your convolutions a treat?

The Fra will increase your will power; your capacity for friendship; your thinkery; bolster your ideals; and by adding to your health will double for you the joys of life: avert that burnt sienna taste, distance the ether cone, and send the undertaker into a receivership.

The Fra is printed by printers, and in make-up is strictly bosarty.

We just must have your subscription -- for your own good and ours.

Please reply abruptly and with precision.

Yours normally,



SET IN CLOISTER BLACK
AXTON INITIALS AND ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Saint Hyacinthus Day

7.30 A. M.

Dear Playmate:

Here is an offer that no sensible person like you can afford to resist.

Come in on it for yourself and friends before Saint Peter closes the gate.

A little bird tells me that 1914 for you will be the happiest and most prosperous year you have ever known. However, you must subscribe for THE PHILISTINE in order to get the full benefit of the vibes.

Remit by check, stamps, money-order, just as is most convenient. At the same time make a wish, which wish we warrant to come true. The mails are safe unless your letter is registered. One Dolodoooi!

So let us hear from you as soon as you hit the Cosmic turf. One Taft Dolodoooi.

Your sincere

The Roycrofters

Makers of De Luxe Books, Hand-Made Furniture
and Things. Printers and Publishers of
The Fra, The Philistine, and
Little Journeys



East Aurora, Erie County, N. Y.

Dear Playmate in the
Kindergarten of God

I am not Elijah but I am something just as good.

I am Pericles with an Aristophanes twist and a Socratic mental bias gotten from my cosmic sleep of twenty-four centuries close by the dust of the gentlemen just referred to.

I know more than Plato, Pliny, Paul, Socrates, Seneca, or Shakespeare, because I live later.

I am fifty years old and have never been sick a day - having never read a medical advertisement nor consulted a physician. I have not missed a meal excepting thru inability of access.

I have never failed in a business venture nor had a fire. I have made millions for others and all I want for myself.

I have been offered a salary of fifty thousand dollars a year if I would turn over to a Literary Syndicate all I write.

I declined the offer because I want to be a farmer and write the Choice Stuff just for two publications - "The Philistine" and the "Little Journeys" - price Two Dollars a year for the two and a De Luxe Roycroft book for yourself, gratis.

It's your move!

Yours truly,

The San Joaquin Vineyards



AMERICAN WINES

Made from Grapes Grown in the Vineyards of
San Joaquin Valley—the Finest in the World



Shipped in the San Joaquin Valley,
for the lucidness of its
Grapes, we are able to make Wines
there equal, if not superior, to
those of the European Vineyards



San Joaquin, Cal.,

SE CASLON SERIES
MA Y KEYSTONE TYPE FOUNDRY

Dear Sir:-

We are writing you this personal letter, hoping you may become interested in our products. You no doubt are familiar with the geographical advantages of the Lake Keuka district as a grape and wine producing section.

The rich fragrance of the vineyards at harvest time, the smiling sweetness of a hundred hillsides, the clinging, tender beauty of millions of nature's richest and fairest vines, the sparkle, flavor and sunshine of its generous and health-giving fruit are all concentrated at our establishment.

This company is one of the very first organized in the famous grape section of * * * * * and * * * * * and established with a view of supplying physicians and the family trade direct from our wine cellars; believing that confidence must result by eliminating the middleman.

Our wines rightly have a place in every Holiday repast. No Christmas dinner is complete without our delicious sparkling Champagne Cocktail. The greatest delicacy you can give your friends as a Christmas remembrance and one most appreciated is a case of our choice wines.

Our Winery #23 near * * * * * is under the supervision and inspection of a U. S. Gauger. Adulteration would be impossible.

Our wines are very old, fully matured and guaranteed by us to conform to all Pure Food Laws.

We ship as usual wholly on your approval of the goods. Pay one-half express, or freight charges in full on orders of \$6.50 and upward, and we ship your goods in a plain sealed package, ask no money in advance; if not found satisfactory, do not pay for the goods. See Special Offers Enclosed.

Hoping you will avail yourself of our liberal offers and thanking you in advance for your anticipated favor, we beg to remain,

Very truly yours,



JOHN FENNELL IMPORTER

175 Devonshire Street and 136 Arch Street, Boston, Mass.

SET IN CASLON BOLD SCHULI ORNAMENTS
POOLE PRINTING COMPANY, BOSTON, MASS.

Dear Sir:-

The idea that about this time you will be making your purchases of wines and liquors for the holidays prompts me to send you the enclosed special price list.

During the holidays, of all times, you want the best there is--for "Christmas comes but once a year." This is a time when you want to offer your old friends a taste of hospitality that has the flavor of real good fellowship. There is something about a sparkling beverage that cements friendship and makes for real good cheer and merriment.

For over forty years I have been supplying the best families in New England with choice wines and liquors, and the big business I have built up is due to personal selection of all my goods. I know just what New England people want and have prepared this special list to include none but brands of high quality, and the prices are special for the holidays.

A bottle of choice wine is always appreciated as a gift, and I suggest that you include in your order a few bottles to remember your friends with.

Pick out what you want from the list and send your order as soon as you possibly can--don't wait.

Yours very truly,

BENNETT & MORRISON
REAL ESTATE

SPECIAL ATTENTION TO CARE AND
RENTAL OF PROPERTY

52 ASYLUM STREET

HARTFORD, CONN.

MEMBERS OF THE COPPERPLATE GOTHIC FAMILY
TYPE FOUNDERS COMPANY

Dear Sir:-

The open air--the fields--the hills--the woods!

The call is in us. Every fibre of the body of man, woman, and child craves the open air. All out-door Nature calls to the Nature that is in us.

This desire is often a difficult one to satisfy, but here is an easy way to do it.

Make Parkfields your summer home. Here Nature has been lavish with her beauties and attractions, and it's just the place for a cottage or bungalow.

There are many lots to select from, and for a small outlay you can secure one, erect a neat cottage or bungalow, and have a cool retreat all summer and every summer--one where you can live for less than the usual cost of living at home.

Parkfields meets all the requirements for health, pleasure and recreation. It is attractive and desirable in every way--high elevation, cool air, pure water, woods!

Shall we show you plans and take you out to see the lots?

Yours very truly,

Welsbach Company

Advertising Department

Gloucester, N. J.

SET IN GLOISTER BLACK - VERSATILE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:

At first you may not know why---but this fact is of concern to you;--

What fact? The fact that we moved.

We moved from 1133 Broadway to 78-80 Murray Street.

And that move means this much to you--that it enables you to get a better service from us---and at a lower price.

Our rental, per square foot, is much lower here---and our facilities are better in every respect.

We can offer you up-to-date, money-saving, light-increasing * * * * * equipment, at the best price yet on record.

After buying from us, you will not feel that you have spent money--you will feel as if you have earned money.

Look over the enclosed folder. See for yourself.

And then, better still,--come in and see our new quarters.

Yours truly, -

P. S. You will do yourself (and us) a great favor if you will keep this letter on file where you can refer to it easily.

A. B. Black Road Machinery Co.



WE HAVE IN STOCK, PREPARED TO SHIP, REPAIRS FOR ALL MAKES OF
ROAD MACHINES, STONE CRUSHERS



Gyratory Stone Crushers, Motor Mowers, Dump Wagons, Macadam Scrapers, Etc.

New England Agents for The Austin, Western Co. Sole Agents for Black's Snow Plows in New England

IN MEMBERS OF THE CLEARFACE FAMILY
 ATILE ORNAMENTS
 I CAN TYPE FOUNDERS COMPANY

29 South Market Street

Boston

Dear Sir:-

We are enclosing catalogs showing cuts and giving brief description of our line of road machinery. Please examine them and keep them among your references, and when you are in the market for anything in the road building, road repairing or road cleaning line, please drop us a line and give us an opportunity to give you detailed specifications and prices.

We carry in stock, ready to ship, repair parts for all makes of crushers and road machines, also shovels, picks and general supplies. Our aim is to please our customers, because we want their trade. We solicit your patronage on the merit of high quality of material and late improvements, and we stand back of everything we sell.

Thanking you for past favors, we beg to remain,

Yours respectfully,



THE PARKFIELDS INN

HEADQUARTERS FOR AUTOMOBILE PARTIES



First-Class Cuisine and Service

Parkfields, N. J.

SET IN BEWICK ROMAN PANEL BORDER VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

When you take a run, run over to Parkfields. All roads leading to Parkfields are excellent roads, leading through charming scenery; and Parkfields, when you get there is a delightful town, full of attractions.

One of the most attractive places in Parkfields, to the motorist, is the Parkfields Inn.

You may run a thousand miles and not strike its equal for good cheer, good food, good service and all the delicacies, substantials and luxuries that appeal to the motorist who knows what's what.

Come to Parkfields, come to the Parkfields Inn. The glad hand for you and refectation and refreshments that touch the spot add to the sum of your day's delights. Every seasonable delicacy from every clime; the best of sea foods.

The Parkfields Inn is open all day Sunday and Sunday evening, with a menu a la carte to please every taste.

We promise to make good, and we do it too.

Yours very truly,



John Harrington & Co., Florists

SET IN CLOISTER BLACK STRATHMORE ORNAMENT LINEAR BORDER NO. 2
AMERICAN TYPE FOUNDERS COMPANY

439 Lafayette Street
Buffalo, N.Y.

Dear Madam:-

Do you want to make this Holiday Season even more enjoyable than the last?

Nothing will more surely add to your and your friends' enjoyment of this festive occasion than flowers.

There is hardly anything more pleasing to the eye than a vase of rich cut flowers: Roses--Carnations--Poinsettias, or

Several potted plants: Azaleas--Begonias, or a showy Cyclonem or two.

And so I might go on reciting: Sweet Peas, Violets, Lillies of-the-Valley, et cetera. But--what is far better--come in and see the actual flowers and plants yourself. See for yourself what an elaborate assortment is here.

I know you'll enjoy every minute while here, as I shall be pleased to explain everything in detail: the different varieties--their peculiarities--their blossoming--everything, and you'll be under no obligation to me whatever.

Why not include FLOWERS in your list of Gifts this year? They'll be appreciated as much--and more--than anything you could give.

Very truly yours,

MAKERS AND RETAILERS OF CLOTHING FOR MEN AND BOYS · UNIFORMS AND LIVERIES

Browning, King & Co.

PUBLICATION DEPARTMENT
C. M. FAIRBANKS

No. 16 COOPER SQUARE

New York

SET IN CLDISTER BLACK AND NEW CASLON
MERCANTILE BORDER · WAYSIDE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

Your name has not appeared on our books for some time. If there is a particular reason for this, we'd like to know what it is; especially if it involves any criticism of our merchandise or our methods in the past.

It is a fixed principle with * * * * * Company to hold your money on deposit for you until every transaction is satisfactory. All we ask is the privilege of righting anything that goes wrong in this store. If you will be good enough to give us that opportunity, we will see that you get the best possible service as well as the best possible merchandise here.

Why not enjoy the convenience of a charge account?

Very truly yours,

Browning, Ring & Company

Makers and Retailers of Men's, Boys' and
Children's Clothing · Uniforms and
Liberies · Haberdashery · Hats

16 Cooper Square
New York

Dear Madam:

We don't know of a more interesting store than this for the Mothers of Boys, and we want you to know it better than you do.

While economy of cost is a prime consideration both with you and with us, we do not permit ourselves to lose sight of the attractiveness of style and proper fit in making clothing for Children.

We don't know of any other house that has so happily struck the exact balance between what a boy ought to wear and what his clothing ought to cost.

It will be a great pleasure to show you what we have done for the little fellows if you will give us the opportunity.

Very truly yours,

BROWN-WALES COMPANY

Iron, Steel, Structural Material
Bolts, Nuts, Sheet Iron, Metals



Power Transmission Machinery
Tool Steel, Tinplates, Wire, Etc.

ESTABLISHED IN 1870



Telephone, Fort Hill 400

69-83 Purchase Street

BOSTON, MASS.

SET IN CLEARFACE GOTHIC
CAST SQUARES DAINTY BORDER HELLO CUT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Upon looking over our books we were pleased to find that you formerly had an account with us but regret the same has not been very active recently.

We should like very much to open an account with you as we are exceedingly anxious that you should increase your business with us and are positive it will result to your benefit and satisfaction.

If anything has occurred to cause any dissatisfaction if you will be good enough to let us hear from you we will gladly do all we can to remedy the same.

The spring trade will soon open and as you will need some goods, we hope to be favored with at least a part of your valued orders.

Thanking you for your consideration, we remain,

Yours truly,

BROWN-WALES COMPANY

PLUMBERS, STEAM FITTERS SUPPLIES
SEAMLESS STEEL TUBING, ALL SIZES
POWER TRANSMISSION MACHINERY



IRON, STEEL, STRUCTURAL SUPPLIES
BOLTS, NUTS, WASHERS, TOOL STEEL
TIN PLATES, SHEET IRON AND METAL

No. 69-83 PURCHASE STREET, BOSTON, MASS. Telephone, Fort Hill 400

MEMBERS OF THE CHELTENHAM FAMILY COMMERCE ORNAMENT
BRETON CAST SQUARES CHAP-BOOK GUIDONS
IN TYPE FOUNDERS COMPANY

Dated (

)

Dear Sir:-

We are pleased to find you have in the past favored us with some of your business, which we wish to assure you was very much appreciated: and you are in a degree responsible for the growth and success of our business.

We are extremely desirous to impress upon you the fact that the service we render is the very best that can be secured anywhere.

We want to convince you - and we can - that our business is based upon correct, practical, business principles and gives the highest degree of efficient service, which is the result of hard, earnest work and conscientious effort.

We know that your patronage is to our mutual advantage and satisfaction. Our years of experience, well assorted stock and efficient organization at your command, are the basis upon which we solicit your future business, and represent the strongest possible reason why we deserve it.

Yours truly,

BROWN-WALES COMPANY

IRON, STEEL, STRUCTURAL MATERIAL, BOLTS, NUTS, WASHERS, TOOL STEEL
TINPLATES, SHEET IRON, WIRE, METALS, POWER TRANSMISSION MACHINERY

69-83 Purchase Street

BOSTON, MASS.

SET IN NEWS GOTHIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You may soon need some goods in our line - we need your business - is there any good reason why we cannot get together and each make a dollar?

The material we carry is the very best we know how to buy - the best the market affords - to sell at various prices.

We feel so sure of the quality of our merchandise - so confident in our ability to please you - that we guarantee both the goods and your complete satisfaction.

Trusting we may be permitted to serve you often we remain,

Yours truly,

BROWN=WALES COMPANY

IRON, STEEL, STRUCTURAL MATERIAL
BOLTS, NUTS, WASHERS, TOOL STEEL
TINPLATES, SHEET IRON, WIRE, METALS



PLUMBERS' & STEAM FITTERS' SUPPLIES
SEAMLESS STEEL TUBING
POWER TRANSMISSION MACHINERY

69-83 PURCHASE STREET, BOSTON

IN ABBOT OLDSTYLE WAYSIDE ORNAMENT
ERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

For some reason you have not recently favored us with much of your business. We wonder why. You know how you feel about a case of this kind. You have a line of goods, well assorted, prices right, courteous salesman, and for no apparent reason you have received no orders from a desirable customer. Don't you begin to wonder what is wrong?

Well, that is just the way we feel about it, every reason why you should buy from us, still no business. Won't you help us out and tell us why?

You can do a nice business with us if we get together. We can help you a great deal if you will write us, explaining why.

Yours truly,

Structural
Material,
Power
Transmission
Machinery,
Seamless
Steel
Tubing



Brown-Wales Company

Established 1870
Telephone Fort Hill 400

No. 69 Purchase Street, Boston, Mass.

SET IN CENTURY BOLD AND CENTURY BOLD ITALIC
TWENTIETH CENTURY ORNAMENT CHAP-BOOK GUIDONS
MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

DATE (

)

Dear Sir:-

It is always gratifying to hear often from an old friend, and when looking through our records we are sorry to find that we have not heard from you for some time.

Now it may be that you have not been in the market since; however, we feel that you will need more goods in our line soon, and we would like to ask that you bear us in mind when placing the order.

Soliciting a continuance of your future patronage, which we wish to assure you has been appreciated in the past, and hoping to hear favorably from you soon, we are, with kind regards,

Yours truly,



BROWN-WALES COMPANY

Structural Material

Telephone, Fort Hill 400

69-83 Purchase Street

Boston, Mass.

MEMBERS OF THE CHELTEMHAM FAMILY
INDUSTRIAL ORNAMENT MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Enclosed please find alphabetical list of the articles which we carry in stock.

This list is comprised entirely of materials of merit and our prices are consistent with good service and quality.

Your trade being desirable to us, we are taking this occasion to ask you to let us quote you when in need of anything in our line.

We wish to show you that we are anxious to have your business and will see that your orders are given the best possible attention in regard to prompt delivery and lowest prices.

Thanking you for all past favors, we remain,

Yours very truly,

Martine Manufacturing Company

NO. 425 WESTERN AVENUE, BALTIMORE, MARYLAND

SET IN CLOISTER BLACK AND BOOKMAN OLDSTYLE
LINEAR BORDER NO. 2 DELLA ROBBIA BORDER CHAP-BOOK QUIDDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated: (

)

Dear Sir:-

Live Industrial Plant Operators are in the habit of telling friends and acquaintances "Our factory is equipped with * * * * *".

But never in an apologetic tone, as if they were ashamed of the fact.

It's invariably said with just a little bit of pride in the voice - just as a man might tell you his car was a Packard.

Now - won't it help your business to say "We handle * * * * *?"

Fill out and return the enclosed card for our mailing files and we will send you our Bulletin #7 with quotations.

Yours very sincerely,

BRANCH HOUSES:
NEW YORK NEW ORLEANS
AND, ORE. SEATTLE, WASH.
SAN FRANCISCO, CAL.

ESTABLISHED 1832

BRANCH HOUSES:
LONDON, ENG.
MONTREAL, P. Q. ST. JOHN, N. B.
VANCOUVER, B. C.

Simonds Manufacturing Co.

THE SIMONDS SAW

UNEQUALLED IN QUALITY AND UNIFORMITY

SAWS KNIVES FILES STEEL

(WORKS AT FITCHBURG, MASS., AND CHICAGO, ILL.)

Fitchburg, Mass.

ET LIGHT COPPERPLATE GOTHIC AND ENGRAVERS OLD ENGLISH BOLD
MI AN TYPE FOUNDERS COMPANY

Dear Sir:-

Everything is mutual in this business. We make good Saws. We expect good Dealers. We spend money to create a market. We expect co-operation from Dealers. Let us hear your side of the case. If selling * * * * * Hand Saws will not be of more profit to you than it will to us, do not touch them; but how are you going to know unless by actual experience?

Why not get things started at once? We will get after the Carpenters while you get the goods in stock ready to serve them. This means only a small outlay and the percent of profit will be worth every bit of the effort. Every * * * * * Saw we fully guarantee. What shall we ship you?

Yours very truly,

SMALL-GRAIN DISTILLING CO.

INCORPORATED

OLD WHISKEYS EXCLUSIVELY

LOUISVILLE, KY.

SET IN COMSTOCK, LIGHT COPPERPLATE GOTHIC AND
LIGHT COPPERPLATE GOTHIC EXTENDED
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

As harmless as a custard pie - as potent as the summer sun - with an aroma that would smooth the wrinkled brow of an Egyptian mummy - that's * * * * * fourteen years old.

What would you not give for an opportunity to get on speaking terms with a Nectar that grows two smiles where there was only a frown before. Better as a medicine or a wrinkle chaser than the pills of any M.D.

We are offering this perfect Kentucky lubricant to the elect few who differentiate whiskies solely on the basis of merit. The return of enclosed postal will be construed as your order.

Respectfully yours,

TELEPHONES

TRI STATE CENTER 1188 NORTHWESTERN NICOLLET 288

THE MAC MARTIN ADVERTISING Co.
OF MINNEAPOLIS

OFFICES, 1020 SECURITY BANK BUILDING

BRIDGE SERIES
HANSEN TYPE FOUNDRY
ND NEW YORK

Dear Sir:-

I have been intending to write you ever since I returned from the Boston Convention.

They say that the time to advertise is when you want more business.

If you are interested in getting in closer touch with your buyers or in decreasing your proportionate selling cost, I should like to show you what we have done for others.

I have been wondering if a booklet telling about your proposition just the way you would tell it to me, if I were a prospective buyer, would not be of value just at this time.

The facilities of this office backed by eight years experience in this territory are at the other end of either of your telephones, there in front of you.

Yours very truly,

OFFICES
Number
Ten Twenty
Security Bank
Building

The MAC MARTIN ADVERTISING COMPANY of MINNEAPOLIS

TELEPHONES
Tri-State
Center 1188
Northwestern
Nicollet 288

SET IN DELLA ROBBIA MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Just at this time, when you are reviewing the past twelve months and making plans for increased efficiency, I have been wondering if some of the records and data which this office has accumulated may not be of assistance to you.

Even if you do not use any of our particular products I will be glad to furnish you, free of charge, any data or suggestions which my company in its eight years of experience has acquired.

We have found that, no matter how much or how little advertising one expects to do, a definite plan for at least one year in advance often eliminates much waste and greatly increases efficiency.

May I take this opportunity to thank you for favors you have shown me in the past and add my word to the many wishes you are receiving for a Happy and Prosperous New Year.

Cordially yours,

Parry Manufacturing Co.

BUGGIES, PHAETONS
SURREYS, DRIVING WAGONS

Makers of High-Grade

Carriages



Largest
Carriage
Factory
in the
World

Vehicles
of all
Kinds

IAN OLDSTYLE AND BOOKMAN ITALIC
FILE ORNAMENT FRENCH CAST SQUARES
CAN TYPE FOUNDERS COMPANY

Indianapolis, Ind., U. S. A.

Dear Sir:-

When the dealer sells a buggy he makes a profit. That's his prime idea in selling it. The more buggies he sells the more profit he makes. So it is his aim to sell a great many that his profits may increase.

The conclusion of this little line of elementary reasoning is that the vehicle dealer must offer the kind of work that will sell readily and at reasonable prices.

That's what we are offering the trade for 1912. It's the kind which permits you to buy low and sell high, with a good long margin for yourself in between.

But the price is not the only virtue. It's the good, honestly made, well finished work - the kind that not only pleases the customer, but brings him back - and his neighbors, too.

Surely, Mr. -----, the line that perpetuates your trade and multiplies your profits while it does it, is worth getting acquainted with. The way is easy - the enclosed blank does the trick.

Yours truly,

Parry Manufacturing Company

BUGGIES • SURREYS • PHAETONS • DRIVING WAGONS
SPRING WAGONS • DELIVERY WAGONS • CARTS

S. C. PARRY, PRESIDENT
E. R. PARRY, VICE-PRESIDENT
L. D. GUFFIN, TREASURER
T. H. PARRY, GEN'L Supt
A. M. PARRY, SECRETARY

Indianapolis, Ind., U.S.A.

SET IN ENGRAVERS OLD ENGLISH BOLD AND ENGRAVERS BOLD
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

If you want an assured sale for the work you handle -

If it is to have points that will instantly commend
it to your trade -

If you want to honestly feel that the work you are
selling possesses real merit and embodies advantages that
your competitor can't offer -

Weigh these 1912 * * * * * features.

First - Stylish round-cornered bodies - either steel
or wood - no extra charge.

Second - Snappy auto seats - both twin and triple
effects.

Third - Full wrought gears on "A" and "B" grades.

Fourth - Improved painting - the kind that lasts.

Fifth - Honest values in delivery wagons.

If you want to dominate the vehicle business in (town)
- if you really want your patrons to have the very last
penny's worth for their money - if you care for absolute
fortification against competition - think these things over
carefully, gentlemen.

Yours truly,

Burroughs Adding Machine Co.

CA E ADDRESS: "BURAD" DETROIT, "ADDITIVE" LONDON
TH WESTERN UNION, LIEBERS, AND PRIVATE CODES USED

THE MACHINE WHICH INSURES CORRECT ACCOUNTING
HAS SAVED ITS USERS MANY THOUSANDS OF DOLLARS

General Offices and Factory:

Detroit, Michigan, U.S.A.

SET MEMBERS OF THE BODONI FAMILY
90 BRETON CAST SQUARES
AM AN TYPE FOUNDERS COMPANY

Dear Sir:-

"Cost Keeping Short Cuts" is a new book about costs and it's free to you if you want it.

It is a practical book because the things in it come from concerns who are keeping costs in all lines of business. Friends of ours really wrote it for us; users of * * * * * Machines, who have worked out simple time and labor saving ways of knowing the vital facts about their business.

That's why we want you to have a copy. You'll be sure to find help in it from the "other fellow" who has found some short cut. And, if you have no cost system now, you will get a good idea of what a simple sane system of cost knowing can do for you.

Some of the 192 pages of the book tell how the * * * * cuts the cost of keeping costs. Frankly, that's why it pays us to print so expensive a book and to mail it without cost to you.

Will you send for it on this post-card?

To-day?

Yours truly,

W. W. STEPHENS, President
D. B. PIERSEN, Secretary



F. G. ADAMSON, V. President
and Treasurer

STEPHENS-ADAMSON MFG. Co.

Conveying, Transmission and Screening Machinery
S-A BELT CONVEYORS

AURORA
CHICAGO
NEW YORK

Main Office and Works

Aurora, Illinois

SET IN CLEARFACE GOTHIC INDUSTRIAL ORNAMENTS
AMERICAN TYPE FOUNDRY COMPANY

Dear Sir:-

You have undoubtedly found the cost of handling the materials a large factor in the economical operation of your glass plant. You will, therefore, be interested in the labor-saving equipment, which the Hazel Atlas Glass Company installed in their Clarksburg Plant. We played a large part in the design of this equipment, and have published a description of the same in the "Labor Saver" for January, which is being sent you under separate cover.

If you are interested in conveying equipment of this nature, we shall be glad to have our Engineering Department study your requirements. We have had considerable experience in the design of labor-saving machinery for glass plants, and if we can be of such service to you, we trust that you will not hesitate to call upon us.

We shall also be pleased to place your name on the regular mailing list of the "Labor Saver," if you wish. It is sent without charge to the larger concerns interested in this line of Machinery.

Trusting that we may have the pleasure of a reply, we are

Yours very truly,

The Lowe Brothers Company

The Lowe Paints and
Varnishes Withstand
All Kinds of Climate

Dayton Boston Kansas City Chicago

MANUFACTURERS AND DEALERS IN THE HIGHEST GRADES OF

Paints and Varnishes

New York City

Dear Sir:-

The first thing a customer wants to be assured of in making a purchase is quality. To make the sale you must convince him.

Merely telling him it is all right, as a rule, won't do. You should first be sure in your own mind, and then you will have no trouble in convincing him by the same reasoning that convinces you.

Now when you are determining the quality of an article you first find out where it comes from. You want to know what it is made of, how it is made, and, more than that, who made it. If it is from a manufacturer who has the right standing and reputation that fact alone guarantees the quality.

By this same reasoning, therefore, the purchaser becomes convinced as to whether the article is what he wants or not. For many years our name has been the standard of quality by which all * * * * * have been judged. Our trade mark is the quickest selling argument that you could possibly find. It is the highest standard of excellence, and not only excellence but progress--that kind of progress which meets the exacting demands of present-day requirements.

Your reputation as a dealer depends on the kind of goods you sell. If you sell our products our reputation is your reputation.

Yours very truly,

WILLIAM R. CARLSON
WHOLESALE LUMBER
FORD BUILDING
BOSTON

Dear Sir:-

Your reputation as a builder is made out of the same quality of materials that you put into your buildings.

The use of a good quality of lumber will establish confidence in the builder, and you know that the confidence of your patrons is the most valuable asset you can have.

Therefore quality is more important even than price-- but the price must be right or you can't buy, for contracts are usually figured in competition and every dollar counts. And then evenness of quality, assuring you against loss from waste, is another important consideration.

There are several features about our equipment and business methods that make it possible for us to offer you high-grade lumber at the prices usually charged for inferior qualities. Our location is one--side tracks saving in cartage. Our excellent facilities for storing and keeping in good condition is another. Then there is our financial interest in the manufacture. And by no means the least is the big volume of business that has been coming our way for years.

Visit our yards and see for yourself, or phone for one of our salesmen to call.

Yours very truly,

WILLIAM R. CARLSON



WHOLESALE LUMBER

Postal Telegraph Building

Boston, Mass.

IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER
TICAN TYPE FOUNDERS COMPANY

Dear Sir:-

There are three things that you are constantly striving to accomplish.

First--the saving of time in selecting and purchasing your stock. Second--getting it delivered on time so there will be no work held up. Third--making sure that you get just the quality and grade that you pay for.

The central location of our yards makes it easy for you to select your stock personally if you wish. This is also an advantage in delivering. Our deliveries are all by auto truck and every customer gets the best service possible, for we deliver just when we say we will. All our stock is carefully sorted and graded and can be depended on to hold out in quality.

If you tell us your wants over the phone, or to one of our salesmen, you are sure to get the same treatment that you would get if you were in our yards. Reputation-building is a long job and we cannot afford to "let up" for an instant. We are making new customers every day and keeping the old ones by giving them the service and values they are looking for.

A request by telephone will bring our salesman.

Yours very truly,

Sherman Lumber Company

Des Moines, Iowa

SET IN COMMERCIAL SCRIPT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Is your dealer a good buyer?-- this means a lot to you.

If he makes good bargains he is pretty apt to pass them along to you--also if he makes poor ones.

Good buying of lumber is not merely getting low prices. It is getting the right quality, carefully sorted and graded, at the best possible figure--with an eye always out for economical handling. That makes it possible for a dealer to offer big values, not merely low prices.

The buyers in our employ are all experienced judges of lumber and lumber values. We buy for cash and take advantage of all discounts. And then the large quantities we buy save us considerable on transportation costs. Every advantage we gain in our buying is an advantage to you in your buying.

Look over our stock and get our prices and you will see the advantage of buying here.

Yours very truly,

Successors to
J. & T. COUSINS

THE PERFECT BLEND—Durability, Comfort and Style in Every Shoe Handled by this Company



J. & T. Cousins Company

FINE SHOES FOR WOMEN

No. 373 DeKalb Avenue

Brooklyn, New York

Dated {

}

DEAR MADAM:

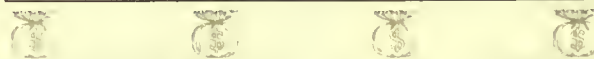
Your artistic sense and your knowledge of the fitness of things, have often been sorely tried, we are sure, in your search for the beautiful and appropriate in wearing apparel. Not the least of your trials has been the difficulty of finding a shoe that is at once stylish and durable, and one that FITS THE FOOT. Unless a shoe is very carefully made, so that its lines fit naturally into the lines of the foot, the wearer will have no comfort.

The reputation of the * * * * * Shoe is the logical result of more than sixty years of patient, skilled workmanship, and most careful selection of material. People seem to consider our shoes a worthy embodiment of New York culture and refinement. We hope the compliment is merited, for we make shoes as well as we know how. Yet we don't make them quite as well as we would like to, for our ideal seems to keep a little ahead of us all the time.

Very truly yours,

D. Arthur Bowman & Company

Stocks and Bonds



Government - Municipal - Railroad - Corporation

SET IN LIGHT LITHO AND ENGRAVERS OLD ENGLISH BOLD
AMERICAN TYPE FOUNDERS COMPANY

Third National Bank Building

Saint Louis, Mo. 147

Dear Sir:-

It is, of course, a very simple matter for a man with earning-power to accumulate money.

But money-getting and money-saving -- in the truest senses -- are widely different.

There are so many different opportunities always presenting themselves. To the man who has acquired from \$500 upwards, the temptation to increase that sum -- whatever it be -- is irresistible at times.

In the flood of all sorts of propositions which come to one, how can the "wheat be separate from the chaff"? How can the ordinary business man, without knowledge, experience or the facilities of handling investments, tell the absolute weak and strong points of each proposition?

Now our business -- our profession -- IS the handling of funds -- trust funds, bank money, insurance money and the like. We only INVEST. We invest the funds of others every day in the year.

We know of the varied conditions surrounding each and every one -- man, woman or child -- who has money by acquirement or bequest.

It is our business to possess that keen, wide, thorough training which causes Banks, Trust Companies, Financial Institutions, Trustees and Investors generally to look to us and accept our judgment in matters of this kind.

We offer you, therefore, the knowledge, born of ripe experience, which we possess. Our judgment very often represents the combined suggestions of the leading investment bankers of the country. Think what an advantage this is to the man with \$500, \$5,000 or \$50,000.

We have made a specialty of high-class municipal and corporation bonds. We believe there is nothing better, from the standpoint of security. We can show you WHY very easily. If you have some money at this time or expect to have in the near future, we will be glad to hear from you and assure you that your interests will be best protected by your doing this.

Thanking you for your past favors and awaiting your reply, we are,

Yours very truly,



POOLE PRINTING CO.

Telephone
Connection

Writers and Makers
of Particular

Designers of Fine Catalogues

Advertising

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN UNITED STATES

IN REGUT CASLON, REGUT CASLON ITALIC
STER BLACK ART ORNAMENT
E PRINTING CO., BOSTON, MASS.

251 Causeway Street

Boston, Mass.

Gentlemen:-

The old adage "Be sure you're right - then go ahead" is just as good advice to-day as it was fifty years ago - with this exception - you can't afford to spend too much time in making sure, as, while you're communing, the other fellow is liable to go ahead, and making up a "lost lap" is a mighty hard proposition and it's unnecessary too!

Of course, you intend to go "ahead" - all you need is the assurance and all we need is the opportunity to furnish it to you.

Let's get together and talk it over.

Yours respectfully,

PHILADELPHIA
300 Chestnut Street
NEW YORK
Fifth Avenue Building
BOSTON
Old South Building
CHICAGO
105 So. La Salle Street
CLEVELAND
1006 Euclid Avenue

N. W. AYER & SON ADVERTISING

PHILADELPHIA

SET IN BULFINCH OLDSTYLE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We regret to advise you that there is an error in our 1911 calendar. It is in the section under the flaps, where we have overlooked the fact that 1912 is a leap year.

Having sent you a calendar, we feel that the least we can do is to send you a correction. We are accordingly enclosing a new section that may be pasted over the incorrect part. You will find it provided with adhesive in order that it may be conveniently attached.

Three of our friends have already discovered this error and written us concerning it. We hope the correction will arrive in time to prevent you any inconvenience.

We cannot fully express our annoyance and regret at having circulated such a misleading thing. In the course of business we have now and then dropped a stitch but never a day. The chief satisfaction in sight seems to be the reflection that 1912 will give us one additional day to serve you if you so elect.

With best wishes,

Very truly yours,



Willis M. Hankins
Kansas City, Mo.

1313 Waldheim Building

IN ENGRAVERS OLD ENGLISH OPEN WAYSIDE ORNAMENT
RICAN TYPE FOUNDERS COMPANY

Dear Mr. * * * * *

This is my Red Letter Day.

I have moved to the Thirteenth Floor of the new * * * * *
Building. My trip up in the world was made possible by the
hearty and cordial support given my new Advertising Business
by * * * * * City.

If you have any sneaking idea that an advertising man,
who has put in eighteen years in the hard school of experi-
ence, can be of service to you, I really couldn't suggest
anything better than that you call Main 873 on the Bell, and
give me an opportunity to go over your matter with you.

Or drop me a line (I'm out a good bit, because I prefer
to do my work for a man in his place of business where in-
spirations flow freely.)

Very respectfully,

DE LUX COMPANY

MANUFACTURERS OF THE LUXURIOUS, UNSURPASSED

DE LUX



MOTORS

 CITY 2-13-A
LOCAL 29-C

CITY SQUARE,
BALTIMORE [

Dear Sir:-

Because of the growth of our business in * * * * * Motor Cars to its present very large proportions, we have determined it will be for the best interest of our customers that we concentrate our resources and efforts exclusively on the * * * * * line.

The situation in this respect is one which you can doubtless readily appreciate. We are writing, however, to assure you, as one of our customers, that this change in policy does not in any way imply any lessening of our interest in you and your car. We look upon you as our customer, and feel that our relations with and obligations to you are in no manner altered by this change. We want you to feel that you may depend upon the same consideration at our hands as in the past, and assure you that our splendid facilities of plant and organization will always be at your disposal.

We also consider it likely that you will be interested in the 1911 * * * * * as it embodies the very last word to date on the motor car subject, and we should be much interested in showing the car to yourself or your friends at any time.

If you have never visited our Service Depot at * * * * * and * * * * * Avenues we believe it would be very interesting for you to do so. This building is without a rival among retail automobile establishments in the completeness of its equipment for caring for the needs of the car owner.

Thanking you for your past favors, and assuring you that they have always been appreciated, we remain,

Yours very truly,

LELAND MOORE PAINT & OIL COMPANY



Lemoco Quality Paint Products

JOBBER OF OILS, ROOFINGS, GLASS, BRUSHES AND SUPPLIES



LELAND MOORE, President and Treasurer

W. H. MIXSON, Vice-President

R. S. WHALEY, Solicitor

E. H. McIVER, Secretary

MEMBERS OF THE CHELTENHAM FAMILY CAST SQUARES
MORE ORNAMENTS MONOTONE BORDER
TYPE FOUNDERS COMPANY

Charlestown, S. C.

Dear Sir:-

It may not occur to us to talk to you about or quote you on the particular thing which would interest you.

So won't you just remember that it gives us a very great deal of pleasure to answer questions and name prices?

While we are paint specialists and therefore talk PAINT more than anything else, yet we carry large and well-assorted stocks of

GLASS

TAR PAPER

RUBBER ROOFINGS

OILS

GREASES

LADDERS

ROPES

BRUSHES

and a lot of other things besides.

Shipments are made the same day the order gets here in almost every instance. That ought to interest you, as you probably want what you want when you want it - not later on.

Will you remember us the next time please?

Very truly,

Did you know that
THE ONLY PAINT FACTORY
in South Carolina
is ours?

The Chambers-Sanderson Company

Jewelers

Bronze Statuary

Watch and Clock Makers, Silversmiths
Diamond Setters, Antique Wall Clocks

Rare Antiques



Telephone : 24-M

Vendome Building,
Sandusky, Ohio.

Dear Sir:

If your watch goes out of commission while you are away this summer, just pack it in a cigar box filled with newspaper, and express to us (or registered mail) and it will receive our prompt attention. This method of transportation is perfectly safe, and it is much better to have your watch handled by experts.

If you desire it, we will send a watch for you to use by return express.

We do only the very best work, and our prices are reasonable.

We want to take care of your watch, and we will guarantee satisfactory results.

Respectfully yours,



BINDERY EQUIPPED FOR HIGH GRADE WORK

MAKERS OF CATALOGUES HAVING QUALITY

The Dean-Hicks Company

ADVERTISING • ENGRAVING • PRINTING

Grand Rapids, Mich.

STRATHMORE OLDSTYLE VERSATILE ORNAMENT SCHULI ORNAMENTS
CAN TYPE FOUNDERS COMPANY

Gentlemen:--

I was talking with a Grand Rapids manufacturer last week. He said the furniture industry was one of picayune businesses. Beside the giant industries in chewing gum, food stuffs and wearing apparel, the little pigmies doing one quarter of a million to three-quarters of a million a year in furniture, were really pitiable.

Twenty years ago, we bought any kind of ready made clothing off the counter, at 10\$ or 12\$ a suit. To-day we insist on a particular brand and pay 28\$ to 45\$. One maker of this clothing does 15,000,000\$ worth of this business a year.

I absolutely agreed with what this Grand Rapids man said and I admitted that, while the furniture men had been short-sighted and narrow-minded compared with the men in other lines, perhaps the fellows who advised them about their advertising were really the guilty parties.

With this letter the * * * * * Company makes a new resolve. It will not talk little ideas, modest appropriations, temporary attainments. We are going to talk and plan and advise for the same kind of big things that have been put over in the automobile industry. We have been doing this in a few places, but we have been afraid of our story.

What this Grand Rapids man said, makes us believe that it is time to use a little courage.

Are we right and do you want to start something?

Sincerely yours,



FARNSWORTH, JONES & CO

IMPORTERS, MANUFACTURERS AND CONVERTERS OF

*TAILORS AND CLOTHIERS TRIMMING,
SILK AND COTTON DRY GOODS LINING*

SET IN BODONI AND BOONNI ITALIC
BOONNI MORTISED ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Los Angeles, California

Dear friends:--

This is the most important letter we have ever sent you--one that has cost us more thought than any others.

We feel that we must decline your request for an extension of your credit limit for YOUR OWN INTEREST! Let us have a good earnest talk that you may understand our reasons way.

First--You are a young firm, just building your business towards its likely future and one of the hardest tasks in all the world is to progress under a heavy debt. The going is all the harder when you mount the hill toward SUCCESS if your shoulders be bowed under a weight of debt. We want you to succeed--we want to help you to a greater growth--we are sincere in our desire to serve--we want to merit your entire confidence, and we feel that we would be injuring you by saddling your backs with a load of credit you do not need.

Second--We say you do not need a larger credit and the reason is apparent. You are but a few hours away from us. A letter or a wire will bring prompt shipment of any goods you may need. It is easier to keep a stock up to its needs than to load your shelves with a mountain of our goods. In this we are acting selfishly, because any overstocking of our line will lead YOU to become soured at us.

Third--Keeping down your stock to actual needs keeps down overhead expenses, interest costs and tends to quicker turnovers and the more times you turn over a stock the greater are your PROFITS. Stock on shelving adds to expenses; goods gone to customers means more money added to profits.

There are quite a number of other valid reasons we might add to those--but there is really no need. You ought to be convinced that we are acting for YOUR WELFARE when we turn down your request for larger credits. We know your firm is good for the increase asked--we know we could get our money. But we want to discourage the debt habit and encourage the discount desire and we believe that you will thank us for the earnest interest and sincere friendliness we are showing your firm.

Write us and tell us that you agree with our view and when next in * * * * * drop in on me and have lunch at the * * * * * club.

Cordially yours,



MANUFACTURERS

□ □ □

□ □ □

WHOLESALEERS

THE HERMANN H. HEISER SADDLERY CO.

SADDLES, HARNESS, COLLARS, LEATHER, WHIPS, HARDWARE

Established 1858 Incorporated 1906

Denver, Colorado

IN CHELTENHAM BOLD CONDENSED VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Do you know that we are really pleased that you complain of what you consider our high prices in your letter of May 29?

Why pleased?

That we may tell you a human interest story. That we may make you our friend as well as our patron.

When our father founded this firm, over fifty years ago, he planted a motto in his heart, where it would do the most good. And this was the motto "Give the best that you know how for the money you are paid." When he taught this trade to us, his sons, when we were but small youngsters, he drove home this lesson with every punch of his awl, every pull of the waxen cord. We have followed, as best we could, in his honor-loving steps--we have builded with but one thing in view--the honoring of the parent who gave us his NAME. It is our greatest asset.

To live up to the name our father left us, we have striven to make the name HEISER stand for the thing STETSON in hats, GORHAM in silver, TIFFANY in jewelry, HARPER'S in books, have stood for in these many years--for CHARACTER and QUALITY. Like these great leaders our prices are as low as possible--and--give the greatest possible SERVICE--real true ECONOMY. Now, may we have that order?

Sincerely,

THE NEBRASKA FARMER

Nebraska's Real Farm Paper



Established 1859 Weekly

CIRCULATION DEPARTMENT

Under the Editorial and Business Management of S. R. McKee

LINCOLN, NEB.

SET IN THE PACKARD SERIES
FLORAL DECORATOR OVULO BORDER NO. 4
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

When I was a boy working my way through school, I never spoke of One Dollar "Bill". With me it was always One Dollar "William" because I wasn't on good enough terms with One Dollar to feel at liberty to call him "Bill".

With Nebraska farmers it is different. I am moved to say this because my mail this morning consisted mostly of One Dollar "Bills".

I really expected your One Dollar "Bill" several days ago. You know I wrote you December 1.

Lest you may have forgotten the matter, I call it again to your attention. \$1.00 now pays your subscription to THE NEBRASKA FARMER to January 1, 1916. THAT'S TWO FULL YEARS. You know the regular subscription price is \$1.00 per year.

Something more--if you subscribe now you will receive the beautiful 1913 HOLIDAY NUMBER. That certainly will be a beauty--fifty-two pages, beautiful colored cover, fine illustrations; in fact a magazine worth more than any premium we might offer.

Remember, this offer--\$1.00 FOR TWO YEARS--is good during December only. Also, you must subscribe now to be sure of getting the 1913 HOLIDAY NUMBER.

I am sure you intend to accept this offer, so DO IT NOW. Just plain One Dollar "Bill", please.

Yours cordially,

NOTES AND COMMENTS

PERSUASION

Letters especially strong in sales arguments intended to appeal to the prospective customer. In some of these letters are excellent detailed explanations and proof of value of the goods or proposition offered. Also letters with good closings, illustrating some good methods of offering inducements. The use of the "hook" or "clincher" and the suggestion for action by direct command are also shown. In these letters is most clearly shown the value of possessing all the facts and data concerning the subject about which letters are to be written.

§89 The letter on page 249 was sent to a list of 250 prospects and brought 12 trial orders and 10 permanent customers, who, when these results were tabulated about six months after the letter was sent out, had purchased goods to the amount of \$4,135.

The letter on page 250 was sent to a similar list in the same territory a few months after the above letter went out and brought but a single trial order from a customer who never re-ordered.

The letter on page 251 was sent out later to a list of about 500 names, covering a much wider territory, and brought over 30 percent of replies.

§90 The letters on pages 252 and 253 were used by a publisher in a campaign of constant hammering with sales arguments. The force of the cumulative salesmanship, one argument at a time, finally won a large percentage of advertisers and sold a large amount of advertising space.

§91 On pages 254, 255, 256 are three letters of a series that have been big producers. There is an atmosphere of confidence and frankness throughout the letters that always helps to strengthen the sales arguments.

§92 The letter on page 257 starts right in with the selling

LETTERS THAT MAKE GOOD

talk and is serious and businesslike throughout. The short paragraphs make the letter seem easier to read. This feature is especially commendable in letters of this sort.

§93 On page 258 is a letter that was used by a firm of tailors in London and which produced unusually good results. This brief letter is serious throughout and its chief object is to call attention in an impressive way to the enclosures.

§94 On pages 259 and 260 are letters that have done effective work for a large trust company in selling securities. The stationery and all details were of the highest quality, which is an unquestionable advantage in this class of business.

§95 The three letters on pages 261, 262, and 263 are excellent examples of the cleverly handled sales argument. It is brief and merely introductory in each case but the opening is very easy and leads the reader into the meat of the subject without a jar. That they are confidence-inspiring is proved by the fact that they were unusually good business producers.

§96 The two letters on pages 264 and 265 produced record results for a banking house selling securities. They talk business all the way from opening to close. Each letter contains a rather long paragraph but the letters are short and are written in a plain and convincing style that never offends as is so often the case where the so-called "smart" selling talk is used.

§97 The letter on page 266 is personal in its tone and tends to create confidence through its straightforwardness and logical arguments. This letter is marketing a service and not any special investment, or rather the service is the "hook" by means of which a sale is finally landed. All letters of this sort answering inquiries should be made as personal as is possible and, like this, should try to gain confidence as interest being already secured, confidence is the next step to conviction and a sale.

§98 The letter on page 268 has brought forth many favorable comments from advertisers and has been the means of increas-

LETTERS THAT MAKE GOOD

ing the sale of advertising space in the farm paper which used it. It shows a knowledge of the statistics of farming and this implies an equally correct understanding of farming itself, therefore a paper in which subscribers have confidence and consequently a valuable paper in which to advertise. It also shows prosperity of the farmer, a condition favorable to the liberal expenditure of money on advertising in farm journals.

§99 The letter on page 269 is a straight selling talk but by giving facts and figures it is made interesting to any of the class of prospects to which it was sent. It proved to be a good puller for this firm.

§100 The two letters, pages 270 and 271, were contributed by Mr. Louis W. Wiley as examples of some of the letters that have been notably successful in getting advertisers to use his paper.

§101 The letter on page 272 proved to be a very effective short letter. In the first paragraph there is a comparison that brings out the point of the letter in a simple and telling way. It carries an air of confidence which sounds businesslike without any attempt to overdo it.

§102 The letter on page 273 was successful in getting immediate business from over 50 percent of the prospects to whom it was sent, who, of course, were customers who had been on their books previously. It gives some interesting specific information that could hardly fail to convince.

§103 On page 274 is a letter contributed by Mr. Jens C. Petersen which brought the most and best results of any letter he has ever used, and he comments on it as follows:

“This letter developed \$2,275 worth of business from only \$52 worth of advertising alone. It was the second letter used in answer to inquirers who had seen a certain one of my houses illustrated in a magazine.

LETTERS THAT MAKE GOOD

These inquirers wrote in concerning these plans. Failing to hear from them, I wrote this letter.

"My explanation of this letter is that it had just enough of antagonistic temperament to almost compel them to answer it. My closing remark convinced them there was no other way than to answer my letter."

§104 The letter on page 275 is an example of the serious down-to-business letter from start to finish. It is boiled down and all waste statements eliminated. The chief aim of this letter is to create confidence and exaggeration is carefully avoided in order to accomplish this object. This letter was successful in securing a large percentage of returns in the shape of the postal cards which were enclosed.

§105 The three letters on pages 276, 277, and 278 are brief and pithy arguments for good tailoring. These were especially productive of business. In many cases the customers came in with these letters in their hands and wanted to be "shown." These letters are brief and pithy and get away from the conventional dull style ordinarily used in this class of business.

§106 The two letters on pages 279 and 280 are the last of a series that proved very efficient in getting business for a manufacturer from retail dealers. The first letter is full of "do-it-now" suggestion and resulted in a large percentage of orders by telegraph.

§107 The two letters on pages 281 and 282 were used by a stove manufacturer marketing goods on an agency basis. Actual record of results was not obtained, but as evidenced by comments and satisfaction of agents they were highly successful in accomplishing their end.

§108 The letter on page 283 is one of a series that produced a very large amount of business. It is just a sincere, man-to-man letter and reads much as one might talk if the argument

LETTERS THAT MAKE GOOD

had been presented personally. Its brevity is another point in its favor.

§109 On page 284 is a letter used to answer inquiries. It is personal in its tone and the name of a dealer was filled in in the fourth paragraph, which if well done makes it more effective with the class to which this letter would go.

§110 The letter on page 285 was contributed by Mr. Louis W. Wheelock with the following comments:

“Out of many form letters, some of which might be called clever, I have selected this homely old specimen, without a bright phrase in it—just plain and simple, without any ‘do it now’ tricks or appeal to the imagination.

“It is the clearest and briefest statement of an agency plan and an advertising plan that really meets the needs and interest of the dealers to whom this letter is sent. It has been used nearly five years with very slight changes, has been mailed as the first letter in a series to druggists in every state east of the Mississippi, and I judge it is good because it has initiated business that has aggregated many hundreds of thousands of dollars. That it is open to improvement I am sure, but I would not agree to revise it unless in the direction of greater simplicity and clearness and greater care to present the plain, attractive facts without exaggeration. I believe that its success is due to the fact that it presents a plan that exactly fits the needs of the recipient. The skill consisted in constructing the plan, not the letter.”

§111 On page 286 is a letter contributed by Mr. George P. Metzger with the following comment:

LETTERS THAT MAKE GOOD

"It would be a brave man who would state that any letter is the best letter he ever wrote and give the reason why. For instance, I can remember a letter which I wrote while I was in the book business which pulled \$25,000 worth of business from the names written on a half bushel of old dead and worked-out magazine coupons which had been thrown away and which I discovered in a corner. It wasn't so much the letter that did it in that case as it was a realization of what were the *possibilities in that list of names*.

"So when I state that this letter is a good letter I want to say that it is mostly because I know that it was written to *fit the circumstances* precisely as I knew they existed, and to reach precisely the class of people whom I knew I was trying to reach. Also, I have reason to know that it stirred things up precisely as I expected, and caused a very wholesome controversy."

§112 The letter on page 288 has been a producer of a consistent seven percent of returns which is considered very large in the business where it was used. Most letter writers would have written some opening paragraph for this letter instead of beginning it with the "We would like" as its author has done. But when one starts reading the letter the whole matter is laid open so quickly and in such a clear manner that it at once interests. Results have proven this to be an unusually good letter.

§113 The letter on page 289 was contributed by Mr. Daniel E. Paris as the best letter he ever used in promoting business for his firm

"because it has brought more business and more comment than any other effort of mine. This letter shows perhaps the best example of the style which I have sought hard to cultivate entirely thru watching

LETTERS THAT MAKE GOOD

results and not thru the use of any rules of system which I can possibly lay down. I am somewhat of an enthusiast on letters and believe that there is not half as much accomplished thru this medium as is easily possible."

On pages 290 and 291 are other letters from the same source which have proved more than ordinarily resultful.

§114 The letter on page 292 gets down to business without any unnecessary words in the first paragraph. The second paragraph tends to overcome the objection of any who might be prejudiced in favor of other mediums than the class mentioned, thus avoiding any antagonism at the start. The remainder of the letter is devoted to argument and is closed with an offer to explain an interest-arousing proposition assumed to be new to the reader.

§115 The letters on pages 293 and 294 are good examples of the straightforward, serious type. The first letter was sent to people who were receiving samples in response to requests coming from magazine advertising. The second is a follow-up to these same people.

§116 On pages 295, 296, and 297 are three letters that were used for advertising safe deposit boxes, and which brought them many new patrons. The first letter opens with the news-value paragraph. Not general news but of interest to a selected list to whom the letters were sent. The second letter is a little stronger in its tone and the sentence paragraphing increases the emphasis of each statement. The third letter opens with a general statement and leads up to the argument.

§117 The letter on page 298 is a straight argument from the prospect's side. It is brief and the paragraphs are short enough to make it easily read. This letter makes a specific and definite

LETTERS THAT MAKE GOOD

proposition and has a good closing. It was successful in bringing a good percentage of returns.

§118 The letter on page 299 is a good example of what can be done in an educational campaign. This letter would surely interest any owner who was considering painting. It is devoid of "smartness" and has a sincere ring that makes it a very good letter for this purpose.

§119 The letters, pages 300, 301 and 302 were contributed by Mr. T. W. LeQuatte with the following comments:

"I have never found it profitable to attempt to make an advertiser decide for or against our publication with one letter, but have started this correspondence with the view to carrying on an educational campaign which will culminate in an order. You will note that there is very little said in any of these letters about an order. My aim has been to educate the advertiser to the point where the order will come voluntarily and as a result of his own deliberate judgment rather than to force him by any brilliant and swiftly moving campaign to use our publication either against his judgment or without a full knowledge of what he is doing.

§120 The letter on page 303 used by a manufacturing jeweler, was contributed by Mr. John G. Keplinger as the most resultful of any used by him in promoting business with retail jewelers. It opens with the "news-value" paragraph and uses the guarantee argument in a new way which brings it closer to the dealer himself and strengthens it greatly on that account.

MANUFACTURERS PAPER COMPANY



MAKERS OF THE CELEBRATED

KRAFT GUM STAY



FACTORY SITUATED AT CAMBRIDGE, MASSACHUSETTS

IN MEMBERS OF THE BODONI FAMILY ITALIAN ORNAMENTS CHAP-BOOK GUIDONS
RICAN TYPE FOUNDERS COMPANY

Dated *q*

p

Gentlemen:-

We are manufacturers of 90# Imported Kraft Stay similar to the enclosed sample. Our paper is made from Sulphite Pulp and coated with glue especially adapted for stay purposes. We guarantee the paper to give satisfaction.

Our price in 500 lb. case lots is 7 1/4 cents per lb. f.o.b. your city.

We would be pleased to receive your order for a sample case.

Awaiting your reply, we are,

Yours very truly,

MANUFACTURERS PAPER CO.

Factory at
CAMBRIDGE, MASS.

Makers of
"KRAFT GUM STAY"

SET IN CLEARFACE GOTHIC
INLAND BORDER NO. 600017 CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated at []

Dear Sir:-

Old General Brag can't go very far as a salesman unless he is backed up by the goods.

And it is better to let customers do the bragging. Many shrewd buyers who use * * * * * Kraft Stay are bragging about the superior quality of their boxes.

We are so sure of its excellence and superiority that we will allow you to test it fully at our expense. This is how we will do it:

Fill out and mail the enclosed detachable post card, and we will ship you a fifty-pound sample order at the regular cash price of 7½¢ f.o.b. your city. You give it a thorough test, and if you do not find it the best value you ever had there will be no charges.

That's the way we back up our * * * * * Kraft Stay, and that's the evidence of our certainty that it will make good.

You do not get any fairer or squarer propositions than that.

We do not expect to wait long to receive your trial order, under the above conditions, and we are certain that after you have given it a trial you will not wait long to repeat the order, with the intention of using * * * * * Kraft Stay permanently.

Yours very truly,



Manufacturers Paper Company

FACTORY AT

Cambridge, Mass.

OSTER BLACK, NEW CASLON AND NEW CASLON ITALIC
ORDER NO. 2 RENAISSANCE ORNAMENT
TYPE FOUNDRY COMPANY

Dear Sir:-

We are manufacturing what we consider an excellent sealing tape, in both Kraft and Manilla papers, all widths and weights, and supplying them to the paper jobbers throughout the country at a price which enables them to make some money.

If you have any trade on these goods and would be interested in samples and prices, we will gladly forward them to you.

Kindly advise us what widths you are interested in, and what quantities you buy of the same.

Respectfully yours,

COSMOPOLITAN MAGAZINE

381 FOURTH AVENUE

NEW YORK

SET IN BULFINCH OLDSTYLE
AMERICAN TYPE FOUNDERS COMPANY

Dear Mr. * * * * *

Going! Going! ---Saturday 'twill be GONE!!!

Your last chance to buy space in February * * * * *
at the \$500 rate.

Unless there is an extraordinary reason for staying out
--you certainly ought to be in--

Because the rate goes to \$600 with March--increase of
20% over the \$500 rate.

In actual copies sold you buy more circulation at less
cost in * * * * * than in any other weekly or monthly
publication in America.

Magazine on sale January 10th--when folks are clipping
investment coupons, and are apt to be in a spending frame of
mind.

If you want space, fill in the blanks on the wire, and
send it--collect. Mail copy, and cuts (if any) at once,
unless you want me to repeat any previous oopy. If so, say
so on the wire, and oblige,

Yours very truly,

P.S. If in doubt, ask your newsdealer, your agent, or any
advertiser now using our pages.

COSMOPOLITAN MAGAZINE

381 Fourth Avenue

New York

THMORE OLDSTYLE VERSATILE INITIAL
ORNAMENT STRATHMORE BORDER
PE FOUNDERS COMPANY

Dear Mr. * * * * *

Your clients - how much confidence have they in you?

Are you their counsellor--their valued attorney, or merely their broker in advertising?

Your status will be determined by the line of action you pursue in the following contingency:

January 1st, * * * * * rate goes to \$600 a page. Rate to-day, and until December 31st good on definite orders for definite space in definite issues up to and including February 1913 \$500 a page.

AS ADVERTISING COUNSELLOR: you will advise your clients of this fact, and maybe, add that in view of "Cos's" growth in circulation it might be policy to take advantage of this offer, and place an order now.

AS ADVERTISING ATTORNEY: you will, to protect each client's interests now, go over each present or proposed plan--broadly consider * * * * * past, present and future--place orders for your various clients till February '13, inclusive--and advise each client of your action. This is the strong, decisive, business-confidence-winning way.

AS BROKER: We say frankly--don't advise your clients. On a fixed commission basis, you'll make more out of placing the business at \$600 a page and later (probably around the Fall) at \$750 a page - than you do now.

Accordingly--as you rate yourself--what are you going to do about it?

Yours very truly,

Seamans & Cobb Co.

*Importers, Manufacturers
Converters*

No. 174-180 LINCOLN STREET

Boston,

SET IN HEAVY CASLON AND NEW CASLON ITALIC
POOLE PRINTING CO., BOSTON, MASS.

Gentlemen:-

The shorter the act the longer the encore.

The shorter the letter the more readers it will have and as we assume that you, in common with ourselves, have your favorite authors, this letter will be short and right to the point, and we candidly believe it will pay you to read every word of it.

The above space would ordinarily be filled with words, words, words, only these and nothing more, and as you can find more of these in the dictionary than we could possibly crowd into this letter, we will save your time and skip them.

We are enclosing a price list.

Nothing very startling either, in this announcement, we will admit, but this is the nub of the whole business--we are enclosing a postcard. This postcard, if you will return it to us, will bring you at once our trade discount, and this trade discount will save you a lot of ***** money. Use it just out of curiosity if for no other reason and let us prove to you whether or not we have any excuse for being in the ***** business.

Very truly yours,

SEAMANS & COBB CO.

Manufacturers, Importers and Converters

No. 174-180 LINCOLN STREET

BOSTON,

LEAF-FACE GOTHIC CAST SQUARES FRENCH CAST SQUARES
PRINTING CO., BOSTON, MASS.

Dear Sir:-

A Chicago paper speaking editorially in a recent issue, said in substance this: - There are \$5,000 men in this country in abundance, but \$10,000 men while in great demand, are as scarce as oysters in the stew at a church supper, and as rare as an advertisement which simply states facts, plain facts, and without any attempt at exaggeration.

The highest priced, best paid ad writers in this country, in their exploitation of any article or commodity, say but very little, but they say that little well. They deal in facts, stick to facts, drive home facts, - only this and nothing more.

We want to talk to you for just a minute about * * * * and we shall confine ourselves strictly to facts.

* * * * * is a substitute for silk, and for the purposes for which you would use it, it is equal to silk, and costs you 75% less money.

It is made from the very highest quality of Sea Island staple, and due to a special process of manufacture confined by us exclusively to this brand, it possesses an unusual and beautiful lustre..

It will wear as long as silk, not one person in a thousand when it is worked into a shoe could distinguish it from silk, and it costs you 75% less money.

The above are simply * * * * * facts minus all advertising frills and flourishes.

We want to prove to you that they are facts.

Please note that we have taken care of Uncle Sam's charges with reference to the return of the enclosed card.

Very truly yours,

SEAMANS & COBB CO.

Importers - Manufacturers - Converters

174-180 LINCOLN STREET, BOSTON, MASSACHUSETTS



SET IN FOSTER AND CONDENSED FOSTER
VERSATILE ORNAMENT CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated [

]

Gentlemen:-

Since writing you a short time ago, as perhaps you will remember, with reference to our * * * * * Reece silk finish thread, we have received a large number of orders.

What pleased us most was that nearly every manufacturer who sent us a sample order in response to that letter, followed it up within a very few days with a regular full-sized order.

What other manufacturers did, or did not do in this particular, we fully realize is of no special interest to you, and we merely mention it as showing that others share with us the good opinion we have of our * * * * * Reece silk finish thread.

We say to you again, without fear of successful contradiction, that for an upper-needle thread to be used in the Reece machine, it has no equal.

It is made from carefully selected Sea Island yarn, unusual care being given to finish and winding.

We do not wish to unduly urge you, but we should like mighty well to receive just a sample order from you, and you will have to admit, too, we think, that it would be extreme business foolishness on our part to even urge you this far if we did not know that you would, after giving it a trial, thank us for calling your attention to it.

We inclose another order blank, and we do not care a rap how small the first order may be. All we ask is that you give it a trial, - then we know we will receive regular orders based on your needs.

Very truly yours,

FOOLE PRINTING CO.

Largest Producer of Typewriter Letters in the U.S.

DESIGNERS AND WRITERS OF FINE CATALOGUES



No. 251 CAUSEWAY STREET

Boston, Mass.

MEMBERS OF THE BODONI FAMILY
AGENT
TYPE FOUNDERS COMPANY

Dear Sir:-

You can make your form letters merely "pay" or you can make them bring big returns.

And just as a well-appearing, clean-cut salesman gets an audience because he creates a favorable impression, so the perfect form letter, because it is inviting to the eye, gets a reading.

Only a real letter can give your proposition personality, and that is the most vital element in profitable sales letters.

Our form letters make money for you, because they are as perfect as a dictated letter.

The body is clear and easily read. The name and salutation are a perfect match. Every punctuation shows through the sheet. You cannot tell our printed fac-simile signature from the work of your own pen.

Let us fill your next order -- give you the kind of work that makes them read by more people -- the kind that makes money for you.

Dollars are slipping away from you because you're not getting the kind of service that cuts down the loss now going into the waste-basket.

To get these dollars is vital to your pocketbook. Write us now and get us "proving up" -- making money for you in customers and profits.

Yours truly,

Royston & Crowe

Ladies' and Gentlemen's

Tailors

39, CHEAPSIDE

London, E.C.

SET IN INLAND COPPERPLATE AND TYPE GOTHIC
LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

You will find in the accompanying small three-fold leaflet, two patterns of cloth, which if you will examine carefully, you will agree with us are quite exceptional in texture and quality.

On the inside middle fold is our business policy. Please read it. It is no mere idle talk but the expression of aims and ideals which we act up to always.

Then on the back of the leaflet is proof of our assertion - an unsolicited letter of appreciation from one of our clients.

There is only one thing we want you to do after reading this letter, and that is to post the enclosed postcard saying either that we may send you our fully illustrated booklet and further samples, or call on you personally:

Now will you do it, and do it to-day?

Yours faithfully,



Title Guarantee & Trust Company



IRE LINEAR BORDER NO. 2 STRATHMORE ORNAMENT
FOUNDERS COMPANY

No. 176 BROADWAY

New York

Dear Sir:

A short time ago, I wrote you about the value of mortgage investments. In a great office like ours, employing more than twelve hundred people, it is possible that your reply may have escaped my notice or you may have disregarded my letter because you thought you would not be interested in the subject.

Would you care to read a pamphlet describing New York City mortgages? If you have money to invest or expect to have in the future, we shall be glad to send you this book but we do not want to do so unless you care for it.

You will find here mortgage investments for the man who can save \$10 per month or for the man who has \$100,000 or more to invest. During the past eighteen years, we have invested for our clients more than \$400,000,000 in guaranteed mortgages and not one of them has ever lost a dollar.

We shall be glad to have you call to see us if you are looking for an investment or will send you the pamphlet referred to above if you will write us.

Very truly yours,

TITLE GUARANTEE AND TRUST COMPANY

CAPITAL AND SURPLUS, \$15,000,000

REAL ESTATE TITLE INSURANCE
BANKING ▾ TRUSTS

176 BROADWAY

NEW YORK

SET IN MEMBERS OF COPPERPLATE GOTHIC FAMILY
COMSTOCK CONDENSED MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

When we originated our plan to enable people to invest in first mortgages on New York City real estate by \$200 certificates purchasable at the rate of \$10 per month, it was an experiment. In New York City, where our business was already well known, we knew the plan would succeed. We were not so sure of the rest of the country.

We can now say that the public has approved these certificates. They have been sold in almost every state in the Union, in France, in South America, Panama and even in the Sandwich Islands. There are people all over the world who want an absolutely safe investment that brings in a good return.

Many men and women who are living on salaries and whose income seems assured, do not stop to think where they would be if the firm or company for which they are working should find its business less profitable and find it necessary to discontinue business or to do without some of its oldest employees.

There is nothing that makes a man so independent as to have some money put away to take care of him and his family when hard times come. If you can spare \$10 a month now, there is no better use for it than to make provision against trouble that may come in the future. You will never regret having sent us the initial \$10 to start a savings plan that pays you 4-1/2% interest and where your money is absolutely safe.

Yours truly,

M. W. Halsey & Co.
Bankers

49 WALL STREET

New York

IN TYPO SHADED AND BLAIR
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Every one concerned with the investment of institutional or private funds in "solid" securities, - where the principal is amply safeguarded - the yield reasonable - and the market broad and dependable, must be interested in "Savings Bank Investments."

The nature of Savings Institutions and the character of their business requires the exercise of the greatest caution in the making of investments.

Quite naturally, therefore, our compilation of the statutes of the various states governing investments of Savings Banks in Bonds, have come to be regarded by many financial institutions, trustees and private investors as a valuable guide in the selection of investment securities.

Second edition of the booklet just published. Would you like a complimentary copy?

Use enclosed card.

Yours truly,

N. W. HALSEY & Co.

BANKERS

40 WALL STREET
NEW YORK

SET IN TITLE SHADED LITHO
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

Would you like to have us put your name on our mailing list (without cost to you) and occasionally send you descriptive price lists and printed information on high-grade Municipal, Railroad and other seasoned market bonds?

Banks and investing institutions of every description depend upon them for accurate information. They are even more valuable to the individual investor, who generally lacks the experience and channels of information enjoyed by the financial officer.

If you have \$1,000 or more, to invest, or expect to have within a few months, these descriptive lists with quotations and practical comments direct from the financial center will be found useful.

This service is offered you absolutely gratis as a means of familiarizing you with the exceptional investment facilities enjoyed by our clients. Consult your own Bankers as to our standing, and send us enclosed card.

Yours very truly,

N. W. Halsey & Company
BANKERS

Philadelphia
New York

San Francisco
Chicago



49 Wall Street
New York

Dear Sir:-

Traversing a rich agricultural territory - a pioneer line of the Central West - the * * * * * Railroad stands to-day as a conspicuous example of American Steam Road development.

Successful from its start in 1861 - it has never failed to meet its fixed charges - and for forty-one years has paid substantial and regular dividends to its stockholders.

To-day - its bonds are favorably regarded - are widely held - and at prevailing prices are undoubtedly among the best values in the present market.

We have conducted a thorough inquiry into the operations of the Company with particular reference to the status of the two principal bond issues. This "pamphlet" has inspired many favorable comments from railroad officials and financial officers.

Sign and return enclosed card, if you would like a complimentary copy, including map of the system.

Yours truly,



Title Guarantee and Trust Company

CAPITAL AND SURPLUS, \$15,000,000

Real Estate Title Insurance · Banking · Trusts

SET IN WEDDING TEXT, HEAVY COPPERPLATE GOTHIC AND
HEAVY COPPERPLATE GOTHIC CONDENSED · VERSATILE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

176 BROADWAY

New York

Dear Sir:

The loss of interest due to delay in investing one's funds is a serious matter. The idleness of your money for a little over five weeks means the sacrifice of one-tenth of a year's income.

The great demand for guaranteed mortgages during the past month has made it difficult for us to supply you with mortgages in sums that exactly meet your requirements. To fill this need, we now offer you the Guaranteed First Mortgage Certificates of the * * * * *, a Company organized under the Banking Department of New York State and closely affiliated with the Title Guarantee and Trust Company. These certificates are in effect assignments of portions of guaranteed mortgages and in no respect differ in security. They have the additional advantage that you can invest any amount at any time.

We recommend them in every particular and advise you to buy them and avoid any loss of income due to your capital remaining idle. The payment of principal and interest is guaranteed by the Bond and Mortgage Guarantee Company and interest checks are sent out on the first of February and August of each year.

Yours very truly,

Title Guarantee and Trust Company

CAPITAL AND SURPLUS, \$14,000,000

REAL ESTATE TITLE INSURANCE • BANKING • TRUSTS

176 BROADWAY

New York

IN MEMBERS OF THE BODONI FAMILY ITALIAN BANDS
E. PRINTING CO., BOSTON, MASS.

Dear Madam:

Have you in mind the investment of a sum of money in a way that will cause it to yield as large an income as possible without any risk? To accomplish this, it is necessary to make a very careful choice of investments.

The perfect investment is one which represents a definite claim on valuable real estate and which is further protected by the guarantee of a responsible guarantor.

First mortgages on improved property in New York City are the best class of security that it is possible to obtain, as they are claims on the choicest and most valuable property in the world. The guaranteed mortgages that our Company can offer to you are first mortgages on property in Greater New York and have the payment of principal and interest absolutely guaranteed by the Bond and Mortgage Guarantee Company with its capital and surplus of \$8,000,000. During the past eighteen years our Company has sold to investors \$400,000,000 of these mortgages and no investor has ever lost a dollar of principal or interest.

In order to accommodate investors who may wish to invest funds in an amount not large enough to take up an individual mortgage, this Company provides the same security in the form of Guaranteed First Mortgage Certificates. They are in amounts of \$200, \$500, \$1,000 and \$5,000.

If you are interested in investments of this character, we should be glad to have you write us for further information.

Yours very truly,

D. Arthur Bowman & Company

Government *Bonds* *Corporation*
Municipal *Railroad*

Third National Bank Building

St. Louis, Mo.

SET IN COMMERCIAL SCRIPT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Replying to your valued inquiry, we take pleasure in mailing to you under separate cover a copy of our brochure, "The Trend of Investments."

A careful reading of this booklet will, we believe, convince you of two things: First, that the judicious and profitable investment of money, while essentially a banker's business, is NOT, as many persons seem to think, shrouded in the least mystery nor fraught with undue risk; second, that of all the various forms of investment a well-secured bond is the most desirable.

We have endeavored to make these points clear by showing the relative importance of the four elements which constitute any investment - the SECURITY, the INCOME, the MARKETABILITY and the POSSIBILITY of APPRECIATION. As illustrating how these four elements are more perfectly balanced in a well-secured bond than in any other form of investment, we have selected, for specific treatment in the booklet, four typical bond issues embracing the Municipal, the Railroad, and the Public Utility Corporation types, explaining briefly their various advantages to the average investor.

It goes almost without saying that the first - the fundamental - consideration of ANY investment, whether it be a bond or anything else is - SAFETY. All other considerations are of minor importance compared to this one. But to determine with any degree of accuracy just what constitutes a

D. ARTHUR BOWMAN & COMPANY

GOVERNMENT, MUNICIPAL

BONDS

THE HIGHEST RATED
SECURITIES

WE BUY AND SELL ONLY
THE BEST BONDS

IN COMSTOCK, COMSTOCK CONDENSED, LIGHT COPPERPLATE OOTHIC
LIGHT COPPERPLATE OOTHIC CONDENSED
RICAN TYPE FOUNDERS COMPANY

THIRD NATIONAL BANK BUILDING

SAINT LOUIS

-2-

proper degree of safety which is at the same time compatible with a satisfactory income yield, and which does not require the sacrifice of too great a degree of "marketability" - prompt convertibility into cash - and "possibility of increase" requires a more intimate knowledge - not of finance, please bear in mind - but of the CONDITIONS which are peculiar to each separate bond issue, than the average investor possesses.

Such information can only be obtained by a most careful investigation. And it is in this respect that we can be of great material service to any prospective investor. Our organization is complete in every detail. Under no circumstances will we buy or offer for sale a single bond until every phase of the issue has been carefully investigated by our experts and we are satisfied in our own minds that it is desirable from every investment viewpoint.

Kindly read our booklet carefully. You will find it both interesting and instructive. Then, if you will write to us telling us about what you have in mind as a prospective investment, we shall take great pleasure in sending you a list of desirable bond investments of various kinds which will net you an income ranging from $4\frac{1}{2}\%$ to 6% .

Thanking you for your inquiry, we are

Yours very truly,

NEW YORK
315 Fourth Avenue
CHICAGO
People's Gas Building

MAIN OFFICE
SPRINGFIELD, MASS.
Myrick Building

MINNEAPOLIS
335 Palace Buildi
ABERDEEN
South Dakota

THE PHELPS PUBLISHING COMPANY

PUBLISHERS

Farm and Home

A NATIONAL SEMI-MONTHLY

SET IN MEMBERS OF THE LITHO FAMILY
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

In 1900 the value of an acre of corn was \$8.50. Now it is \$14.80 - an increase of 74%. The acre value of wheat, due to the higher price per bushel and to the increased yield per acre, shows an increase in farm value of 112%. The ten leading crops taken together show an increase of 72.7% in farm value. This means that the farmer who made \$1000 ten years ago, made last year \$1727 on exactly the same acreage, with the same labor and same tools. He has \$727 more that is usable for buying more land or more tools; for educating his children; for improving his buildings; and for buying various kinds of advertised products manufactured in one or all parts of the land.

* * * * * the leading national semi-monthly, with its 500,000 circulation, will introduce you to some of these farmers.

Yours very truly,

Atlanta City Directory Company



Mailing Lists furnished from all over the World

CIRCULARS ADDRESSED AND MAILED. CURRENT DIRECTORIES OF ALL LARGE CITIES IN UNITED STATES AND CANADA, ALSO SOME OF OTHER COUNTRIES ON FILE FOR THE FREE REFERENCE USE OF PATRONS



JOSEPH W. HILL, President WALTER O. FOOTE, Secretary

MEMBER ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS

Telephone M. 1161 and 3026

61½ E. Alabama Street

Atlanta, Ga.

IN MEMBERS OF THE WOODS FAMILY VERSATILE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

Wouldn't you like to talk your goods, to all of the dwellers, in all of the Cities, of all America, every minute of every day in the year?

Talk to about 30 million people, at a cost of 14 dollars a day, in a space the size of a standard magazine page?

That is just what we can offer you: the entire Urban population of America: or any portion of it, at proportionally above mentioned cost.

This is a fact: we are prepared to cover practically every city in America, every day in the year, with a $\frac{1}{4}$ - $\frac{1}{2}$ or full page adv. at a cost of from 4 to 14 dollars a day, and do it thru the most representative, respectable, and thoroly read medium in each town - the CITY DIRECTORY.

One order, one electro and one check secures the service.

You can use your magazine "copy" if you wish.

Your own home Directory Company and the "Association of American Directory Publishers," representing 10 million dollars, guarantee the faithful fulfillment of your order.

This offer is made you, because your goods appeal to the office and store workers: whom we approach at a new and favorable time, they do their buying either coming from or while at their place of business and our Directories are their constant companion during all their working hours, therefore the shortest link between buyer and seller.

May we give you more details, and good reasons why you could use City Directories profitably?

Respectfully,

The New York Times

"All the News That's Fit to Print"

Times Square,
New York

SET IN ENGRAVERS OLD ENGLISH, RECUT GASLON AND
RECUT GASLON ITALIC OLD ENGLISH BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

If you knew that advertising in the Pictorial Section
of The New York * * * * * WOULD PAY YOU ---

If you thought that an investment of \$20.00 (cost of a
forty line advertisement) would even PAY FOR ITSELF ---

Would you hesitate to make such an investment?

The Pictorial Section of the New York * * * * * is
the woman's supplement of the best Sunday newspaper in
America.

It is read from cover to cover --- by every member of
the family usually --- in 150,000 of the best homes.

If you seek the patronage of well dressed women who
prefer the best and CAN AFFORD TO PAY for it --- profit by
the experience of others.

Each of the letters reproduced in the booklet herewith,
tells a story of RESULTS from advertising in The * * * * *
Pictorial Section.

What the Pictorial Section has done - is doing - for
others, it can do for you - if you give it an opportunity.

Let us send a member of our advertising staff to study
your shop. Tell him some of the points on which you special-
ize - in which you excel.

He will prepare an advertisement specially written about
YOUR SHOP. He will submit this for your consideration -
WITHOUT OBLIGATING YOU in any way.

Please fill out and return the call card NOW.

Yours truly,

The New York Times

"All the News That's Fit to Print" • Actual Net Paid Sales More Than a Million a Week



IN ENGRAVERS OLD ENGLISH AND NEW CASLON ITALIC
SATILE ORNAMENT
RICAN TYPE FOUNDERS COMPANY

*Times Square
New York*

Dear Sir:-

The continuous absence of your advertisement from the pages of the New York * * * * * leads us to believe that you do not think it to be as profitable a medium as some of the other newspapers. If so, we feel obliged to take the contrary view and state a few facts concerning the usefulness of The New York * * * * * for your announcements.

Only seven New York morning newspapers cover the area within thirty miles of Times Square, reaching a population of 16,848,897. Of these seven newspapers The New York * * * sells more copies in the area stated than the combined sales of three, and almost as many as four of the others.

There are only three morning newspapers in New York that sell a million copies every seven days to the metropolitan newsdealers. The New York * * * * * is one of them. Of the four other morning newspapers in New York City the most largely circulated one sells less than half a million copies in seven days to the metropolitan newsdealers.

If an advertiser who seeks the attention of the intelligent men and women of New York City, does not employ the advertising columns of The New York * * * * * the question at once arises as to whether his advertising agent is advising him in good faith.

The New York * * * * * has a daily circulation far exceeding 175,000 copies. Owing to the substantial character of its readers, every copy contributes its individual share to the publicity obtained. There is no waste in its output.

With these facts before you, if there are, in your opinion, good and sufficient reasons as to why you do not consider The New York * * * * * an equally profitable medium with, if not more than other newspapers, we are exceedingly interested to know them, so that we may have an opportunity to more clearly explain to you our views on the same points. We feel confident that you will not deny us the opportunity asked, and remain,

Yours truly,

GREAT WESTERN AUTOMOBILE COMPANY

SALESROOMS
928-30 EAST BROAD AVENUE
TELEPHONE CONNECTION



MAKERS OF THE
KENTON CAR
LARGEST AUTOMOBILE PLANT
IN THE WORLD



CABLE ADDRESS, "KEYSTO"
POSTAL TELEGRAPH AND W
UNION CABLE CODES

NOS. 472-476 SPRING GARDEN TERRACE

SEAFORD, WYOMING

Dear Sir:

Your automobile is more valuable than your watch. And yet you would not think of giving your watch into the care of a locksmith. Do not store your motor car with a tinkerer.

We are experienced automobile caretakers. We have been in the business longer than any firm in the city.

We guarantee satisfaction; your car always well cleaned, brasses bright, ready for the road. Prices reasonable.

Ask our customers.

Very truly yours,

Smith Patterson Company

MANUFACTURERS, IMPORTERS AND JOBBERS IN

Diamonds · Matches · Jewelry · Silverware

52-56 SUMMER STREET

Boston

IN INLAND COPPERPLATE AND LIGHT COPPERPLATE GOTHIC
STONE BRASS RULE
RICAN TYPE FOUNDERS COMPANY

Dear Sir:-

In looking over our books we find that your watch has not been here for cleaning for twenty-three months.

Every watch should be cleaned and freshly oiled as often as once in every eighteen months.

A watch is a very delicate piece of machinery - the balance wheel makes 300 beats or vibrations each minute, or 18,000 beats per hour; there is less than one drop of oil used in oiling it, and when this oil is exposed to the atmosphere and necessary wear for a period of from twelve to eighteen months, it becomes dry and hard and commences to cut and wear the pivots and steel parts, therefore it should be cleaned and oiled again.

Hoping you will favor us with the work,

Yours very truly,

JENS C. PETERSON

Architect

STATE BANK BUILDING

TRAVERSE CITY, MICHIGAN

SET IN BRANCON CLOISTER BLACK CAXTON INITIAL
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

I wrote you on May 15th, in answer to your inquiry regarding the plans of a house illustrated in the March number of * * * * *, but have not had the pleasure of an answer from you.

What is the matter that my communication did not interest you enough to get a reply as to whether or not the house meets your approval, or that I do not receive your order for the plans, specifications and details for such a nice home?

I am sure you were interested in this house and anticipated building or you would not have asked for the information. But the fact remains that I either did not convince you of the beauty and inexpensiveness of this style of building or that the plan did not fully meet your ideas of a home. In either case I have failed in my efforts by not giving you the information you wanted or by describing a plan that does not meet your approval.

I am willing to spend considerable time and money to answer all of your questions. Will you spend two cents to answer mine?

If you wrote out of curiosity, tell me that. I will be satisfied. It is the curious people who learn and I want to know why I have failed to interest you.

The definite promise of service that goes with my plans and specifications is a prestige-building power and will be a money saver for you.

I enclose a return envelope for your reply and remain,

Yours very truly,



BENNETT & MORRISON

Real Estate

Special Attention to Care and Rental of Property

Number 52 Asylum Street

HARTFORD, CONN.

Dear Sir:-

Real estate is the most secure investment in the world--the profit depends upon the management.

Profitable renting does not consist merely in getting tenants. It means securing good, permanent tenants, quickly and at a minimum expense. Then your property must be protected against unjust demands and careless usage.

It is our business to rent property and manage it so as to retain the tenants and make it yield the maximum profit for the owner. We can save money for you on repairs, and guard against damage and losses. We work for your interest--for increasing your net profits.

Property renting is a business that must be learned and it takes years of experience to learn it thoroughly. We have been at it for twenty years and have succeeded in making hundreds of properties pay bigger net cash profits. If you are not satisfied with the returns on your investment we may be able to show you just where an improvement can be made.

Make an appointment on the enclosed card and talk it over with us.

Yours very truly,



ALBERT L. SPRAGUE
CUSTOM TAILOR



SET IN PACKARD FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

No. 18 Franklin Street
SEATTLE, WASHINGTON

Dear Sir:

Correct clothes are not so much a matter of price, as "brains" in the making.

Any artist can daub paint, but the Rembrandts and Raphaels are scarce. It took "brains" to paint the "Mona Lisa."

That's the way it is in clothes making.

We put as much "grey matter" into the making of your clothes as the watch-maker into making his finest watches--the star lawyer into his pleas.

And it is not only in the making that "brains" play a conspicuous part, but in the selection of materials as well: cloth, trimmings, buttons, etc.,--all must harmonize.

Come in and let us show you our line. We know you'll like it, because--being particular ourselves--we know just what will please the particular man. This means no obligation on your part whatever.

Will your next suit of clothes or overcoat be a

* * * * *

Yours very truly,



Shaffer Tailoring Company

Broad and State Streets, SPRINGFIELD, ILL.

Dated (

)

CLOISTER BLACK AND NEW CASLON
Y BORDER STRATHMORE ORNAMENT CHAP-BOOK GUIDONS
AN TYPE FOUNDERS COMPANY

Dear Sir:-

YOU have not given us a chance to show you what real clothes building is like.

Why?

It cannot be the matter of price--for * * * * * Clothes are no higher in price than you would pay for so-called "good" clothes anywhere.

It cannot be you are not interested--for who ever heard of a man who was not ready and willing at all times to improve his personal appearance and clothes comfort?

It cannot be from lack of information--for we have shown you just why * * * * * Clothes are better--the pains we take in the making of them --and the pride.

So we write you once again. Won't you give yourself a chance to see just what * * * * * Clothes are? We don't want to annoy you--we want to relieve you of all your clothes troubles--"That's All."

Come in and let's get acquainted anyway.

We'll be glad to explain any detail not clear to you. We'll show you a line of fabrics that--no matter what your taste--whether plain, conservative or fastidious--will please you.

Come in NOW.

Very truly yours,

Frank T. Ready & Company

High Class Custom Tailors

Central Trust Building

Milwaukee, Wis.

SET IN INLAND COPPERPLATE
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Have you ever worn a really ill-fitting suit of clothes?

If you have, you are the very man who will appreciate

* * * * * Clothes.

Fit is the first essential in clothing and unless the collar "hugs" the neck snugly--unless the trousers have the proper "hang" to them--you will not be comfortable.

* * * * * Clothes are "built" on you--not simply for you. The "Great Law of Average" is applied to lots of things, but not to the making of * * * * * Clothes.

No two figures are alike. Some have one peculiarity--some another. Consequently, clothes "built" for one will not "fit" the other. All the little details are taken into consideration in the making of * * * * * Clothes.

* * * * * Clothes are made to "fit" right--to "look" right--to "wear" right, and you'll know what good clothes service means when you wear * * * * * Clothes.

Will you give us a chance to "prove up"?

Very truly yours,

Holeproof



Hosiery Co.

F. FRESCHL, Superintendent

Milwaukee, Wis.

DELLA ROBBIA
ROBBIA BORDER DELLA ROBBIA ORNAMENT
A TYPE FOUNDERS COMPANY

Dear Sir:-

Please send the enclosed night lettergram at our expense. This will bring you samples of famous * * * * * Hosiery.

And in time so that you can secure a spring stock. By getting your spring stock now, which we can ship promptly, you will take advantage of our extremely heavy advertising which will make a most lively market for * * * * * popular summer colors.

Every spring, * * * * * has caught the eye of THE MEN by letting them know that the smart styles in hosiery were * * * * *. Those dealers who sold * * * * * in an assortment of summer colors have done a tremendous business.

The biggest stores catering to the most exacting trade have found that * * * * * summer colors take the popular fancy.

This spring our summer color lines will be bigger sellers than ever.

We take care of your order promptly and will gladly send you samples by immediate express prepaid from which to make your selection.

You can do the summer color hosiery business this year if you have * * * * * - The Original.

Please send the telegram enclosed for quick action, and note that it is at our expense.

Yours very truly,

P.S. We will save for you one outfit of window trimming material that will help you double your hosiery sales and profits the first season you sell * * * * *.

HOLEPROOF HOSIERY COMPANY

HOLEPROOF HOSIERY COMPANY
OF CANADA, L'TD
LONDON, CANADA

HOLEPROOF HOSIERY COMPANY
230 TOWER BUILDINGS
LIVERPOOL, ENGLAND



NEW YORK OFFICE
516 FIFTH AVENUE BUILDING

CHICAGO OFFICE
234 LA SALLE STREET

PACIFIC COAST AGENCY
553 MARKET STREET
SAN FRANCISCO

MILWAUKEE WIS. U. S. A.

SET IN COPPERPLATE GOTHIC SHADED
FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

We have addressed to you several communications relative to our product and had hoped to receive your stock order before now.

We are distinctly disappointed at not having received a favorable answer to our letters particularly as * * * * * is a commodity which appeals directly to the high class merchant. Moreover, we cater to those who appreciate the value of advertising and of advertised articles, and the tremendous campaign which we are carrying on should certainly interest you.

Laying aside all question of merit, of durability, of comeliness and of good value - all of which points we feel sure you will readily accord to * * * * *, our hosiery in your window or on your shelves is in itself an item of enormous advertising value. It has a certain fixed value as an advertising medium, just as tangible as the columns of your newspaper or the billboards you have to pay for.

Why not get in line now so that we can ship your initial order immediately?

Rest assured that your requirements will have our best attention at all times and the writer will take pleasure in the personal supervision of your future needs for advertising matter, window display material or electros.

Hoping to hear from you at once, we are,

Yours truly,



DETROIT STOVE WORKS

LARGEST STOVE PLANT
IN THE WORLD

DETROIT

Dear Sir:-

As you will undoubtedly be in the market for a range and realizing that you desire the best for your money, we wish to point out a few facts about * * * * * Ranges that will aid you in making a selection. * * * * * Stoves are made in the largest stove plant in the world, and as you no doubt realize, this enormous business could not have been built up to its present proportions if * * * * * Stoves did not represent the best value obtainable.

Every stove bearing the * * * * * mark is made of the highest quality of material. All steel is extra quality with a highly polished surface that requires no blacking and lasts for years. All cast parts are made of Kemi Test Metal which is analyzed and tested before being used to insure against imperfections of any kind. The workmanship is of the very highest grade and every stove is built to last and give the greatest degree of satisfaction to the user. Its baking qualities are the best and it operates perfectly--always. The fire box is properly proportioned to hold fire over night and is so constructed that it saves 1/3 more fuel than any others made. The grates are easily operated and the ash pits are extra large and easily accessible.

You will make no mistake by choosing a * * * * * because the value, service and genuine satisfaction that come from a good range cannot be compared to the few dollars saved in the purchase of a cheap range. No matter the price you pay if you select a * * * * * it will prove the best stove investment you ever made. We hope you will decide to place a * * * * * Range in your kitchen because we know for a certainty it will give you the best service and save you more money in fuel and repair bills than any other stove you can buy.

Yours truly,

DETROIT STOVE WORKS

LARGEST STOVE PLANT
IN THE WORLD

WE ARE THE SOLE MANUFACTURERS OF THE CELEBRATED

We Lead the World in Ranges

Jewel Stoves and Ranges

Western Offices: 2921-2933 LA SALLE ST., CHICAGO. Works: 1320-1360 JEFFERSON AVE., DETROIT

SET IN SCOTCH ROMAN FRENCH CAST SQUARES
ART-TILE TINT FORMERS
AMERICAN TYPE FOUNDERS COMPANY

Detroit, Mich.

Dear Sir:-

The true test of any stove comes after it has been in use for some time. When new, one stove looks a great deal like another and it is only by actual service that the value of a good stove comes to the surface.

The value of a * * * * * Range is shown in the years of satisfactory service it will give the user. Only the highest grade materials and the most skilled workmen are employed in its construction.

All steel is extra quality, highly polished and requires no blacking. All cast parts are made from Kemi Test Metal, insuring the highest grade cast iron put in any stove. The fire boxes are made large and roomy and are correctly proportioned to hold fire for a long time. The ovens are full sized, made square and will bake quicker, more evenly and with less fuel than the ovens in any other ranges. These are actual facts that thousands have proven to their own satisfaction and that you will find to be true if you place a * * * * * Range in your kitchen.

Can you hesitate between a * * * * * Range and the others when you consider the above facts and that you actually save money on fuel and repair bills by using a * * * * *? Can you hesitate about paying a few dollars more for a * * * * * Range in preference to a cheaper stove when a * * * * * will last a lifetime, will always be ready for service and will cause you no trouble or expense later? When you think these questions over fully we believe you'll agree the * * * * * is the range you should buy.

Yours truly,

L. Adler, Brothers & Co.



MAKERS OF
ADLER CLOTHES



LITHO ROMAN ART ORNAMENTS
D BORDER NO. 1241
PRINTING COMPANY

Rochester, N. Y.

Dear Sir:

When Labor Day arrives - when your fall selling season has opened - you're going to be mighty sorry if you've neglected to send out Style Books.

Perhaps you don't value these books very highly. Perhaps you believe your business will be as big without them. Please don't think so.

Our Style Books help sell clothes, and we can prove it. We have customers who have gone without them one season and thereby lost business.

Your competitors use Style Books, and doubtless send them to your customers. Can you afford to risk losing trade by not extending similar courtesy?

Now, we don't doubt that you're going to use Style Books this season - our knowledge of your good judgment gives us this confidence. But the time is getting late.

We're in earnest. We know that our Style Books are business getters and business keepers. So please don't hold up the enclosed order-blank a minute longer than is necessary.

Very sincerely yours,

The Michigan Stove Company

Cable Address: "MICHSTOVE"
Western Union Code

MANUFACTURERS OF THE CELEBRATED

The World's Best "Garland" Stoves and Ranges

LARGEST AND MOST WIDELY KNOWN MANUFACTURERS OF HIGH GRADE STOVES AND RANGES IN THE WORLD

SET IN MEMBERS OF THE CLEARFACE FAMILY STRAND BORDER
AMERICAN TYPE FOUNDERS COMPANY

Detroit, Mich.

Dear Sir:-

We take pleasure in forwarding to you descriptive stove literature and our booklet entitled "The Only Safe Way to Buy Stoves and Ranges."

When you have read this interesting story, we believe you will realize that the disadvantages of buying stoves by mail order far outweigh any seeming advantages. You will realize that, in the end, it pays in cash, convenience, and satisfaction to buy stoves from your local dealer.

We are particularly anxious that you see our * * * * * Stoves, Heaters and Ranges before you make a selection. No matter what style you wish you will find it in the * * * * * line and you can be certain of permanent satisfaction and reasonable prices.

Our dealer * * * * * will be pleased to show you anything in our line and explain the many valuable advantages and exclusive features of the * * * * * construction. You will find an excellent assortment of all styles.

Won't you please call just as soon as you can and look at them?

You need feel under no obligation to buy. Simply go and look at them. If you can not get just what you want in quality, style, and price, don't choose a * * * * *. You will be nothing out for making an investigation.

On the other hand, if your dealer shows you a * * * * * Stove or Range that suits you, you may depend upon it that he will extend to you every accommodation that the most liberal mail order house would. He will do some things for you that mail order houses can't do. He will deliver your stove polished and clean. If you do not live too far from his store, he will haul it to your house and set it up for you free of charge. And he will give you a guarantee; not of 30 days satisfaction, but of permanent satisfaction.

Trusting this may be of help to you in selecting the best stove for your needs, we are,

Yours faithfully,

Stephen J. Whitman & Son

MANUFACTURERS OF SPECIALTIES

Confections, Chocolate and Cocoa

File Address "Dragon"

411-421 RACE STREET

N. E. COR. LAWRENCE AND RACE STREETS

Philadelphia, Pa.

NEW CASLON, NEW CASLON ITALIC AND CASLON TEXT
CH. CAST SQUARES ART-TILE TINT FORMERS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You probably know how successful our sales agencies have been in your state. We are now establishing agencies in every town where we are not already represented and your store we believe is qualified to make a great success of the sale of * * * * * Chocolates and Confections in your locality. We protect each agent. We supply our agents only with our packages, direct from the factory, by freight or express prepaid. We do not sell our packages to jobbers, thus we are able to protect our agents against competition and price cutting on our own goods.

As you know, this agency is very valuable because of the demand existing among the best people for * * * * *, a demand that has increased tenfold within the last two years, and is still increasing.

Not only has our advertising in the leading magazines helped the sale of our packages everywhere, but our advertising by mail to the druggist's own customers and neighbors has built up business for our agents in a way that is very gratifying.

If you are interested in increasing your candy trade--and controlling it--we would like to hear from you. If we have judged correctly that you can take care of the fine trade of your community we can offer you goods and service which, with the co-operation of our advertising department, will greatly increase your hold on this class of trade.

We must be represented in your locality as soon as possible and would thank you for a line by return mail on the enclosed postal letting us know if you are interested. If you are, we will send you full details of the * * * * * agency plan, prices and prints showing our packages in their true colors, samples of the advertising that has been so successful for our agents, etc.

Yours truly,

COLUMBIA PHONOGRAPH COMPANY



*Columbia Grafonolas, Disc and
Cylinder Graphophones*



STORES IN ALL PRINCIPAL CITIES

TRIBUNE BUILDING
New York City

SET IN CLEARFACE AND CLEARFACE ITALIC
STRATHMORE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The average sale is a fall-down.

On the part of the man who made it.

For he's supposed to be a salesman and he proves to be nothing bigger than a clerk.

There's a heap of difference.

Any respectable citizen can take orders.

It takes a salesman to sell goods.

The man who sees the customer coming while still a great way off, who meets him more than half way, treats him courteously, takes his order, hands him his change, and says "thank you" - call him a salesman? Not by seven miles and back again. He may be a gentleman and a scholar and a good judge of clothes, but he's no more a salesman than his aunt's an uncle.

It is a salesman's business - and pleasure - to do exactly what the clerk does and then multiply it by two or four or six or a barrel-full, and do it while the customer waits.

And it isn't half as hard as it looks to the man who never tried it more than one consecutive time.

EDWARD D. EASTON, President

GEO. W. LYLE, General Manager

MARION DORIAN, Treasurer

C. W. WOODROP, Sec'y and Ass't Treas.

Columbia Phonograph Company

COLUMBIA GRAFONOLAS, DISC AND CYLINDER GRAPHOPHONES

STORES IN ALL PRINCIPAL CITIES
DEALERS EVERYWHERE



Cable Address "COLPHO" New York
Telephone Connection

CONDENSED WINCHELL STRATHMORE ORNAMENT
BRETTON CAST SQUARES
AN TYPE FOUNDRY COMPANY

TRIBUNE BUILDING

New York City

-2-

When a man has been persuaded to the point of reaching down into a deep pocket for money, all the hard work is done. The demand is created, the advertising has taken effect, the store window has done its part, the goods have proved acceptable, you've made connections, you've gotten acquainted, you're on intimate speaking terms - and you have more goods and other goods to sell. If you let your man go away without selling him more than he intended to buy, you are slipping up on your job almost every time.

Don't forget for a minute that whatever he may say, the average man wants to be solicited. Not pestered - but he likes to see that his patronage is as valuable as you know well enough it really is. Sometimes a customer will go home and realize with surprise that he bought more than he intended to - but next time he forgets everything except that he did get waited on and attended to and had his patronage asked for.

Double up your sales! You can do it just as easily as you can get a transfer on a trolley.

Yours truly,

BURROUGHS ADDING MACHINE COMPANY

GENERAL OFFICES AND FACTORY

CABLE ADDRESS
"BURAD" DETROIT
"ADDITIVE" LONDON

DETROIT, MICHIGAN, U. S. A.

WESTERN UNION, LIEBE
AND PRIVATE CODES US

SET IN BLAIR AND LIGHT LITHO
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We would like very much for you to become familiar with the uses of the * * * * * Machine, even though you may not seriously contemplate purchasing at the present time. Just now we have a very good opportunity to arrange it so that you can do this if you wish. Several of our demonstrating machines are now in your vicinity and will not be in use for a little while and, if agreeable, we will have one of them delivered to you, as we would much prefer that it be in use rather than standing in the shipping case. Our representative will then take pleasure in dropping in on you sometime when he is near, and explaining the uses in detail, after which you can make free use of it until we require the machine elsewhere. You will in this way be better able to judge as to whether the machine will ever be an economy for you in your work.

Should you feel any hesitancy about doing this, we want to explain that the machine will be entirely at our expense and risk - fire or otherwise - while with you; and your using it will not obligate you in any way.

We will very much appreciate your favorable reply under the enclosed stamped cover.

Yours very truly,



Hampshire Paper Company

South Hadley Falls • Massachusetts

Fine Stationery Department

IN CLOISTER BLACK MISSAL INITIALS
LITH BANDS CHAP-BOOK GUIDONS
ERICAN TYPE FOUNDERS COMPANY

Dated of

P

Dear Sir:-

It is your problem to produce printed matter capable of conveying your ideas or arguments to others without loss in the transmission.

Rare wine from a tin cup would lose its charm. Telling thoughts delivered by a poor orator lose their effectiveness. In all times influence has been just as potent as argument.

That * * * * * Bond Covers will help to influence those who read your arguments has been pretty definitely settled - still that is left to your judgment.

When a man buys a page of magazine space the circulation governs the price. When a man buys printing and paper, too often nothing governs the price but the price itself. It is what a piece of printed matter does, not what it costs, that establishes its true value.

If you decide to use * * * * * Bond Cover and your printer seems to have any difficulty in securing it, will you kindly write us.

Yours very truly,

Hampshire Paper Company



MANUFACTURERS OF THE CELEBRATED

OLD HAMPSHIRE BOND



S. B. GRIFFIN, Pres.
W. D. JUDD, Treas.

South Hadley Falls, Mass.

SET IN DELLA ROBBIA DELLA ROBBIA BORDER
LITHOTONE BRASS RULE STRATHMORE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

We have your favor of the 1st inst., and as requested, are sending, under separate cover, a sample book of * * * * * Bond. While the paper must prove its own best advocate, we suggest that:-

We can make no attempt to compete with ordinary bonds on first cost. Our claims for your consideration are based entirely upon final results.

The value of * * * * * Bond lies not so much in the keen personal satisfaction you will find in using the clean, crisp sheets, as in the influence the paper adds to the messages it carries.

Modern business is done by letter. Stationery that was considered good four, three, or even two years ago does not measure up to the standard of to-day. Letters and literature claim our attention on all sides, and if they are to step out from the mass, they must stamp the individuality of the writer. * * * * * Bond invariably bespeaks consideration - it prohibits the waste-basket habit, so to speak.

We suggest that you fill out one of the enclosed estimate blanks and mail it to your printer or lithographer. If then, you have any trouble in securing either paper or envelopes, please advise us and we will see that the difficulty is removed.

Yours very truly,

Hampshire Paper Company

FINE STATIONERY DEPARTMENT

South Hadley Falls, Mass.

Dear Sir:-

On the assumption that you will be interested in a note paper distinctly for men, we take pleasure in enclosing a small portfolio describing * * * * * Stationery.

There are certain distinctions recognized by men of culture and refinement that, however finely drawn in the beginning, have, through long usage, become arbitrary. For instance, no man would think of wearing other than white linen with his evening clothes. With stationery, men have invariably left the papers of soft texture, the tinted papers, and the linen or fabric finished papers to the use of the ladies. And the distinction here is not without foundation, for such papers are effeminate.

On the contrary, the crisp, clean sheets of * * * * * Stationery have a masculine strength, dignity and quietness that suggest the gentleman who is also a man. We believe that you will find a marked pleasure in using * * * * *, and that you will wish to add your name to the list of its users - a clientele of whom we feel justly proud.

It will be more convenient for you to purchase the stationery of your local dealer, but if you should have the least difficulty, we will supply you at the prices in the portfolio, prepaying the carriage.

Yours very truly,

Barrister Publishing Co.
250 West 54th Street
New York City

SET IN CHELTENHAM ITALIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

This is frankly a brief for newspaper advertising.

The daily newspaper is not the most effective advertising medium for all purposes. For reaching the manufacturer, a trade magazine often is superior. For reaching certain closely restricted classes of retailers, circularization is an excellent method.

But for reaching the large general body of the "Ultimate Consumers," there is no medium even to rival the newspaper.

This is true because to interest, to convince, and to compel response from the ultimate consumers, their attention must first be caught and then fixed by constant reminder and repetition. This can be done only through the newspaper, for the public has become accustomed to consult the advertising columns of the newspaper, which is the universal and natural medium for announcements regarding articles of daily and frequent need.

This Association of newspapers will be glad to give you information about the value of the right kind of newspaper advertising. Are you sufficiently interested to ask that we send it? Do you wish to have our representative call?

Perhaps you believe that the cost of general advertising in the newspapers would be prohibitive. We may be able to explain the "limited section" method.

Very truly,

ESKAY'S ALBUMENIZED FOOD

The Food That Nourishes from Infancy to Old Age
The Ideal Food for Infants, Invalids and Dyspeptics

Smith, Kline & French Co.

429-35 Arch Street

Philadelphia, Pa.

Dear Madam:

By this mail we send you a sample of * * * * * Food for trial, and feel confident that your experience will be as satisfactory as others have reported.

The ingredients of * * * * * Food are combined in such a way as to give the proportion of animal and vegetable matter which the highest authorities claim, the infant needs for its healthy nourishment and development. Nursing mothers will find it imparts strength and tone to the system, and increases and improves the supply of milk. * * * * * Food will be retained by the most delicate and rebellious stomach when all else is rejected.

* * * * * FOOD MUST BE BOILED. This is no more trouble than the boiling of water; which every one recognizes as very important in infant feeding, because in many places the water is so liable to contain impurities. The boiling need be done only once in twenty-four hours when prepared according to our directions. It is equally important to destroy the germs found in cow's milk, which frequently gives rise to sickness in infants. This is accomplished when the milk is added to * * * * * Food when boiling in accordance with latest directions.

* * * * * Food costs you about half the price of other foods, and is sold by druggists in Trial Size, 25 cents; Medium Size, 50 cents; Large Size, 75 cents; and Family Size (holding four times the quantity of the Large Size), \$2.50.

We shall appreciate the receipt of a letter from you relating your experience, after you have given it a thorough trial.

If you are interested, we shall be glad, upon application, to mail you our little book "How to Care for the Baby."

Yours very truly,

Eskay's Albumenized Food

DEPARTMENT
SMITH, KLINE & FRENCH COMPANY
CANAL AND POPLAR STREETS

Philadelphia, Pa.

SET IN TYPE UPRIGHT BOLD AND TYPO GOTHIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Madam:-

We shall be glad to have you advise us whether you received the sample of * * * * * Food mailed you a few days ago, and have given it a trial.

You are, of course, aware that it is of the utmost importance to select the best food obtainable with which to feed the baby if mother's milk be insufficient or lacking in quality. The very favorable letters received from physicians, and also mothers, who have used * * * * * Food makes us confident that their experience has proven satisfactory.

Not only does * * * * * Food contain all the elements necessary for perfect nutrition, animal and vegetable ingredients for infants, but the strength-supplying constituents found in this Food make it the most desirable diet for adult convalescents, dyspeptics, and all those suffering from any form of irritability of the stomach.

The composition of * * * * * Food (the addition of hard eggs to cereals) must necessarily commend itself to the intelligent student of infant as well as adult diet, and many have found the happiest results from its use. Three things commend it:- its composition, its palatability and its low cost.

It is strongly recommended by physicians as a substitute for tea or coffee because it strengthens without any harmful effects. A cup of * * * * * Food taken hot before retiring, insures refreshing sleep.

If you desire any further information about * * * * * Food, write us, giving full particulars, and we shall be pleased to give your letter our prompt and careful attention.

Hoping to hear from you we remain,

Yours truly,

NATIONAL SECURITIES COMPANY

50 STATE STREET

BOSTON, MASS.

PRINTED IN CONSTRUCTION CONDENSED AND BLAIR
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir;-

The number of safe deposit boxes rented in our new building on * * * * * Street since December is gratifying proof that those who visited our armor-plate vault during the week of inspection were impressed by the security, the convenience and the comfort afforded patrons in this department.

Many of these new customers were people without safe-deposit boxes, who had never before realized the tremendous safeguards provided for valuables in a modern safe deposit vault. Others, renters of boxes in other parts of the city, were influenced not only by the security afforded, but by the light, attractive quarters, the comfortable and convenient private rooms and the unusually accessible location of the building.

Whether you have stocks or bonds to protect, you have at home or in your office papers and valuables which, if lost or damaged, could be replaced only at great inconvenience and by the expenditure of time and money. Their safety is a matter for serious consideration. Wouldn't it be worth the cost of a safe deposit box to know that these things were secure beyond any possible loss or damage from theft, fire or flood?

We offer you absolutely modern safe deposit vaults at our * * * * * buildings. One of these offices is sure to be conveniently accessible, and we shall welcome your inspection of the facilities provided.

Very truly yours,

FIRST NATIONAL BANK

AUGUSTA, MISSOURI

SET IN BRANSON AND BRANSON GOTHIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

One hundred years from to-day, there will probably not be one hundred persons who are now alive, still breathing the breath of life.

But if you take a valuable paper, to-day, and lock it in a Box in our Safe Deposit Vault, it may easily remain safe and undisturbed for centuries to come.

It is built stronger and with more time-defying devices than many structures that have stood for thousands of years.

It is built not only to defy time but fire, thieves and accident. It is a rock-bound, steel-bound fortress.

All of its strength and safety you can make use of by the rental of a Box for a trifling sum per year.

It offers you the cheapest insurance known.

For valuable papers, securities and documents, it insures against fire, theft and accident.

Its service is worth a great deal, but costs very little.

A Box can be opened only by yourself or those to whom you give permission, and it is accessible at all times during business hours.

Let us show you the great convenience and use of this modern fortress and stronghold.

Very truly yours,

The National Securities Company

HARRY N. SHERMAN
President



Financial Experts



B. F. GILBERT
Treasurer

TENHAM WIDE AND CHELTENHAM ITALIC
ARTILE ORNAMENTS
CAN TYPE FOUNDERS COMPANY

50 State Street
Boston, Mass.

Dear Sir:-

In the ordinary course of events, nearly everything that man possesses is eventually lost through accident, destruction or neglect.

It is only possible to preserve valued things by the greatest care and precaution.

In modern life, however, a way has been evolved by which valuable things may be preserved indefinitely without fear of loss.

That way is by the use of the modern Safe Deposit Vault.

Built of solid masonry, concrete and steel, equipped with timelocks and the most ingenious devices to guard its contents, it defies fire and thieves and accident for generations and even centuries.

No one who possesses securities, valuables or valuable papers worth preserving is just to himself who fails to take advantage of this modern means of safety and security.

We say this as a preliminary to the statement that this Bank offers you the security of one of the best modern Safe Deposit Vaults, equipped with every device to make it secure.

You can rent a Box, large or small, for a trifling sum, compared with the service it renders you, and although the construction of the vault cost a moderate fortune, you can have practically the same use of it as if you owned it all. With your own private key to your Box, inaccessible to any one else, the door is open to you at any time during business hours.

We will be very happy at any time to show you our Vault and its accommodations, and to explain to you how useful you will find it.

Yours very truly,

The Illuminating Record



Illuminating Record Publishing Co.
983 Clark Street, Chicago



A Monthly Journal of Scientific Illuminati

SET IN ENGRAVERS OLD ENGLISH BOLD VERSATILE ORNAMENTS
ART-TILES AND OUTLINE ART-TILES CHAP BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

How often have you said to your sales staff: "Stick closely where the orders come from."

Most of them come directly or indirectly through architects. If more of them would specify your goods the year round, what a fine showing for your sales account!

To have your men in every architect's office long enough, often enough, and just at the right time, is impossible.

But you can do better. You can talk to every architect and always at the right time. While "incubating" a proposed building, he looks for suggestions in "The * * * * *", particularly in our Apartment House number.

It gives him ideas he can use for mansion or cottage. It shows him masterstrokes in space utilization, conveniences and building methods. He provedly consults the advertising section, too. Talk to him there.

Can you impress so many architects so opportunely, so effectively, so economically in any other way?

Isn't this opportunity too valuable to miss? Let us explain what a sales auxiliary our service is to you.

"Listen" to the enclosed card --before the forms close for this issue, Nov. * * * * *, the most important number of the year. If you send the card now, you won't forget about it and you get this sales-information by return mail.

Very truly yours,

The Lowe Brothers Company

Paintmakers, Varnishmakers and Colormakers



BOSTON

NEW YORK

CHICAGO

KANSAS CITY

DAYTON

HAUSER TEXT AND BEWICK ROMAN
FINE BORDER MISSION TOY
CAN TYPE FOUNDERS COMPANY

Dayton, Ohio

Dear Sir:-

The time for painting and repainting is fast approaching and you should read up on paints - so that you can talk intelligently with your painter. In doing this you will save PAINT MISTAKES and DOLLARS. The cost and quality of paint cannot be judged by seeing it in the can. It must be spread on the surface and then wait to see how long it will wear.

You need not take chances - on paint failures. Read our book, "Attractive Homes"; you will then get the best results at the least cost per years of wear. See houses in your city painted with "High Standard" Liquid Paint, then you can tell about the wearing and the colors. Most painters want you to know about paint and see homes which they have painted - you will then appreciate their work.

"HIGH STANDARD" Paint is best for the exterior of your house. It covers most, spreads farthest, wears best and costs less per number of years of wear. When it begins to show wear, after years of service, the surface will be in good condition for repainting - saving you money and trouble - a thing cheap paint will not do.

"MELLOTONE" is the durable, washable flat finish for walls, ceilings and woodwork of any room. It has sixteen tints "soft as the rainbow."

"VERNICOL STAIN" - stains and varnishes at the same operation - excellent for floors, woodwork and furniture.

We also call your attention to our Concrete and Cement Coating, Elastic Cement Floor Finishes, Hard Drying Floor Paint, etc., for special uses.

Procure a copy of "Attractive Homes," with color cards, (free) and obtain your paint requirements from

Yours truly,



Successful Farming

SUCCESSFUL FARMING PUBLISHING COMPANY

E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN MEMBERS OF THE CHELTENHAM FAMILY
CHELTENHAM BORDER MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:

There are certain things you ought to consider very carefully in making up a list of publications in which to place your advertisement.

First - comes the question of the kind of people the publication reaches. Since * * * * * pays more for its editorial matter in one issue than the average farm paper pays in a year and since it is printed on better paper stock than other farm papers use, it is fair to assume that it must go to the best farmers. This is verified by the experience of advertisers who have used it and continue to use it month after month and year after year.

Next comes the volume of circulation. * * * * *. reaches more farm homes in "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY" than are reached by a dozen of the average farm papers published in this territory.

Now let us analyze that situation. We have on our mailing list about 6,000 names of advertisers and advertising agents. Copies that go to them are of no particular value to you or the average advertiser. Each of those other papers have about the same sized advertiser's mailing list. That means a waste circulation of about 6,000 to each paper or 72,000 waste circulation if you use a dozen small papers; against 6,000 if you use * * * * *.

Then there is the question of duplication. To the extent of anywhere from 20% to 50% the circulation of these twelve papers would overlap. That is, two or more of them would reach the same people. Each copy of * * * * * goes to a different home. There is no duplication.

If you will consider these facts carefully you will make use of the columns of * * * * * beginning with the next issue. You understand that nothing we have said above should be taken or construed in any way as a slight to any other farm paper. Most of them are good. Their advertising space is worth all they ask for it. But we really believe you get more for your money in * * * * * than in any combination of papers reaching the same number of people.

Your copy should reach us early in the month.

Yours very truly,



SUCCESSFUL FARMING

SUCCESSFUL FARMING PUBLISHING COMPANY



CIRCULATION PROVED BY POST OFFICE RECEIPTS OR NO PAY
N. Y. OFFICE 150 NASSAU ST. CHICAGO OFFICE FIRST NATL. BANK BLDG.

HELTENHAM BOLD EXTRA CONDENSED TITLE AND CHELTENHAM BOLD CONDENSED
ORE ORNAMENTS VERSATILE ORNAMENTS LINEAR BORDER NO. 2 THREE POINT BORDER
V TYPE FOUNDERS COMPANY

DES MOINES, IOWA

Dear Sirs:-

Do you realize that farm papers in general have shown a much greater increase in advertising patronage during the last two years than have any other class of publications?

A very large percent of this increase has come from manufacturers who had previously confined their advertising efforts to publications circulating largely in cities and towns.

* * * * * reaches as many people as are reached by any of the larger general magazines of standard size. These general magazines circulating all over the country reach comparatively few farmers; while * * * * * circulation is almost exclusively confined to "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY" and goes to farmers only.

There is a vastly larger average buying power among the readers of * * * * * than among the readers of any standard magazine.

We are not saying this to, in any way, discredit the standard magazines, but to impress upon you the fact that if advertising in standard magazines is profitable in the face of the fact that a very large percentage of their readers do not own their own homes; then advertising must be more profitable in a publication like * * * * * more than 75% of whose readers own their own homes.

We shall be very glad to co-operate with you and your advertising agent in working out a special campaign in farm papers.

We advise you not to go into this campaign, under any circumstances, until you are willing to make a special campaign to farmers. The campaign that you are making to city people will not fit the farm trade. You cannot begin with the farmer at the point to which you have brought the city people. You must begin with the farmer where you began with the city people and build up his trade in the same way that you have built up your city trade.

Yours very truly,



NEW YORK OFFICE, 150 Nassau Street

CHICAGO OFFICE, First National Bank Building



SUCCESSFUL FARMING

SUCCESSFUL FARMING PUBLISHING CO.

E. T. MEREDITH, Publisher

Des Moines, Iowa

SET IN MAC FARLAND, CONDENSED MAC FARLAND AND MAC FARLAND ITALIC
ART ORNAMENT MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs:-

You undoubtedly receive a great many letters from publications soliciting your advertising and your conclusion that each man thinks his publication is the only thing for you to use is perhaps a natural one.

We want to say to you, however, that we are positive that there are a large number of other farm papers that are worth all the publishers ask for advertising. We believe thoroughly in * * * * *, but we are not so foolish as to believe that the advertiser would find it impossible to live without * * * * * or without any other single publication.

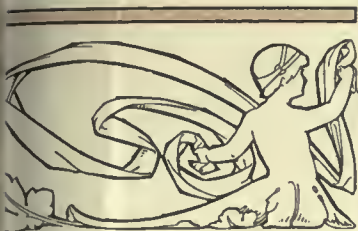
We have simply tried to place before you all of the facts in regard to * * * * *. We have tried to make you understand that as a matter of fact * * * * * does hold a leading place among all of the agricultural publications published in the central west and that in volume of advertising and in circulation and in quality of editorial matter it is the leader.

When we tell you that we refused over \$50,000 worth of business last year, you can understand that we do not think * * * * * is fitted for every advertisement that is placed anywhere. While a considerable portion of the advertising which we refused was of an objectionable character, there was a great deal of it that was perfectly legitimate, but which, in our opinion, would not have proven profitable in * * * * * and we so advised the advertiser.

We really believe that your advertising would prove profitable, but we do not want to urge you to use space in * * * * * against your better judgment, but we do believe that * * * * * ought to appeal to your judgment.

We have no desire to urge you into the columns of * * * * * without your having taken time for careful consideration and we shall be very glad indeed to give you any information you desire, at any time, about our circulation, our editorial policy, our advertising or anything else in connection with the publication.

Yours very truly,



HIGH GRADE TIME PIECES

ILLINOIS
WATCH COMPANY



Springfield, Illinois,

Dear Sir:-

In the window of a prominent Milwaukee jeweler's store is a card bearing this inscription:

"Naturally we push the watch which gives us the least trouble in making good our guarantee. That's why we recommend the * * * * * Watch.

Read that again -- "the watch which gives us the least trouble in making good our guarantee."

Their guarantee sells these watches -- not the manufacturers'.

We are responsible for the high quality of the movements. It is this which gives these jewelers the least trouble in making good their guarantee.

See how selling the best watches on their own guarantee adds to the prestige of these jewelers?

Now look at the matter from another side.

Did you ever stop to think that your prestige suffers every time you subordinate your guarantee to that of the manufacturer who makes the goods you sell?

Think it over.

Your customer buys from you -- not from the manufacturer. He wants your guarantee. You are the man he can

Illinois Watch Company

HIGH GRADE TIME PIECES

Springfield

SET IN COPPERPLATE GOTHIC AND WEDDING TEXT
AMERICAN TYPE FOUNDERS COMPANY

-2-

reach. Then why should you lose this opportunity to add to your prestige by shifting the guarantee to the manufacturer?

Make the most of it.

You select the merchandise and are responsible for it. If it does not prove satisfactory you must make good the guarantee -- the quicker, the better. Pushing it off on the manufacturer causes your customer to lose confidence in you.

If the merchandise proves satisfactory you are entitled to the credit and good-will which you have earned. This is an asset which will daily become more valuable if you select the best goods -- those which give you the least trouble in making good your guarantee.

That's another reason why it is to your advantage to push the sale of the * * * * * Watch.

If your stock is not complete for the holiday season it would be well for you to anticipate your needs now.

Yours very truly,

P. S. We have reproduced the card above mentioned and are sending you one together with another very attractive card, both of which you may wish to use in the same way.

NOTES AND COMMENTS

FOLLOW-UP SERIES

Follow-up letters that have been used in series and mailed at intervals. It will be noted that in some cases each letter dovetails into that preceding it, thus forming a complete selling campaign. Other letters stand as units in themselves and take up the argument from a different angle each time. In the various letters are embodied practically all of the features of those in the three preceding classifications.

§121 The first series of letters, pages 315 to 332, were used by an advertising agency and were contributed by Mr. J. K. Fraser with the following comments:

“Circular letters may be divided into two parts.

“Those for direct replies.

“Those intended as fertilizers—backgrounds for more personal work to follow.

“A direct reply is usually easy to secure. A trick will get it. But trick replies are seldom of any real value. They are very misleading to the man who replies, or a very thin basis for further development.

“In our letters we are not aiming to get a volume of replies. We want no replies on false expectations. We want no replies that will lead us to suspect that there is business ahead when there is no sound reason for thinking so.

“Our letters aim simply to explain ourselves and our views. If they sufficiently interest the manufacturer in us, and in our views, he will get in touch with us. We will then be dealing with a man who is in touch with us because he likes us and our methods.

LETTERS THAT MAKE GOOD

"Under these circumstances when we get together we will be well on the road toward doing business together—that is, so long as our letters truly represent us and our views.

"If we had expected many business leads from these letters we would have been disappointed. To date we have secured very few.

"On the other hand, we find they have been successful in accomplishing their real purpose. They have broadly created a favorable frame of mind toward us which we are encountering when we approach advertisers, or when we approach them through the mails."

§122 A series of seventeen letters, pages 333 to 358 inclusive, were sent weekly to 2,300 dealers in twelve eastern states, at a cost of \$1,564 for the campaign. The detailed results given by Mr. John G. Keplinger follow:

Letter No.	Orders from new accounts	Requests for samples
1	0	1
2	5	5
3	5	4
4	7	3
5	10	8
6	7	3
7	6	6
8	14	6
9	5	2
10	7	5
11	7	16
12	9	7

LETTERS THAT MAKE GOOD

Letter No.	Orders from new accounts	Requests for samples
13	8	7
14	12	4
15	3	3
16	6	
17	33	10

Eleven of these letters—one to eleven inclusive—were used on another list of 4,800 in the remaining states of the country with results as per table below:

Letter No.	Orders	Requests for samples
1	3	13
2	19	0
3	9	5
4	12	3
5	12	8
6	12	3
7	7	9
8	22	8
9	20	2
10	6	3
11	4	0

A year and three months after this campaign closed the following letter was received from a firm in South Omaha, Nebraska:

“Gentlemen:

“We had received several circulars from you last year in regard to your silks.

“We were not in a position then to handle your goods but the impressions made by your talks at that time still remain and would like to hear from you now in regard to prices and advertising propositions.”

LETTERS THAT MAKE GOOD

§123 The letters, pages 359 to 363 inclusive, are the principal ones used in a campaign to dealers on a line of guaranteed goods. Quality and the guarantee furnish the principal selling arguments in this campaign which was a very resultful one for the manufacturers.

§124 The series, pages 364, 365, 366, 367, 368 and 369, were used by a large clothing manufacturer and were eagerly ordered by the dealers. The letter to dealers on page 364 explains the method of handling the mailing of these letters. Each of the series of five to be sent from dealer to prospective customers had a two-color cut showing the particular style of suit which was mentioned in the letter. The same cut was also shown on the envelope.

§125 The two mail order letters on pages 370 and 371 are excellent examples of right-to-the-point-ness and cannot help but inspire confidence in the business house that used them. They proved to be big winners.

§126 The two letters, pages 372 and 375, were contributed by Mr. Edward B. Waldron as the most resultful of any he has ever used in the mail order piano business. They are not as long as the usual letter used by the piano houses which range from two to five pages. These letters were designed to appeal to the rural classes and brought a large percentage of orders.

§127 Five letters, pages 377 to 384 inclusive, were contributed by Mr. A. D. Bishop, concerning which he says:

“For five years past similar letters have been sent out each month. It is difficult to determine just which of these sixty or more that have been issued produced the best results.

“We simply know that they have attracted considerable attention and no doubt have contributed somewhat in extending the name of our paper. We

LETTERS THAT MAKE GOOD

have within the past four years spent nothing for advertising purposes save the publication and distribution of these letters."

§128 Mr. A. L. Pelton has contributed four letters, pages 385 to 391, as the form letters which have stood up above all others in point of returns. He says:

"Two of these are get-the-money letters; two are 'on approval' offers.

"With letter No. 1 (page 385) there went a four-page descriptive circular, on the front of which were the hands holding out the book, with same wording in display as in under the cut on letterhead; the order coupon also had the cut on the left side of it.

"Letter No. 2 (page 386) sold books in good shape.

"Letter No. 3 (page 387) was sent out immediately after the close of the Boston Advertising Convention, and went to delegates who attended the convention.

"Letter No. 4 (page 389) was sent to 4,500 members of the various advertising clubs, with special commendations from advertising men. One 'high-brow' said it was a 'rotten' letter, too long, and all that. A dozen other advertising managers said it was a masterpiece. And as it took out \$2,500 worth of books, we will give it the benefit of the doubt and say that from a business-getting viewpoint it was not absolutely a failure."

§129 On pages 392, 394, and 396 are three letters used by the Curtis Publishing Company. They are studies in merchandising from the manufacturer's point of view and should inspire confidence in the ability of these publishers to help him with his problems. They dwell more on trade conditions and argu-

LETTERS THAT MAKE GOOD

ments and less on the publications themselves than most publishers' letters and it is undoubtedly this feature that places them in the list of productive sales letters.

§130 The letters on pages 398 to 411 inclusive were contributed by Mr. L. C. Ball and commented on as follows:

"Our follow-up letters are designed to conform to the following 'Ideal,' evolved jointly by the Sales and Mail Order departments.

"I want my Selling Talk to be a Service Talk, that will be worth my customer's time whether or not he buys my goods.

"I want it to tell the Truth.

"To be a perfectly human statement of the Service I can give.

"To show in simple, plain, business language, 'You can use my goods.'

"To treat my proposition as a purely business matter and handle it in a businesslike way.

"To use Wit only with Wisdom.

"To treat every man's attention as his business property, not to be secured by dishonest means.

"To convince and persuade Me just as I hope to convince and persuade my Customer.

"To make my Customer see my Proposition more than myself.

"To make the Merit of my Goods so clear that my Customer will want to buy.

"It is for This I am working.

"Our follow-up is directed especially to business and professional men, and it is necessary for each letter to make a general statement as to the value of our proposition, which will seem to be a specific one

LETTERS THAT MAKE GOOD

to everyone who receives it. To generalize is fatal because every man is ready to say that his business, his personality, his problems are different from everyone's else.

"The letter keyed 'N/A' is designed to develop inquiries from general lists and accompanies a little booklet.

"The letter keyed 'AS/A' accompanies our Sheldon Book, sent in response to inquiries and is followed within two days by the 'PR-6' letter containing the application blank with testimonials.

"The letter keyed 'AS/I-3' is the last of a series of eight, and has pulled its share of the business produced by the follow-up, although accompanied by no enclosures with the exception of an enrollment blank and a small motto card.

"The letter keyed 'AS/D-3' was designed to take the place of 'AS/D-2' which was very efficient in killing business—for reasons I have not taken time to analyze—I suppose that it hasn't the appeal to heart and logic which the 'AS/D-3' has. This letter is getting the business.

"You may consider all the letters of our follow-up to be more or less alike, but I aim to present the arguments from several different standpoints in the course of the follow-up. In any event the letter keyed 'AS/F-3' is one that failed and I am substituting for it the letter keyed 'AS/F-4.'

"The letter keyed 'AS/H-3' is one that failed.

" 'AS/H-4' is pulling where all previous letters trying to make this point have failed.

"Summing up the reasons for the failure of the

LETTERS THAT MAKE GOOD

two letters, 'AS/D-2' and 'AS/F-3,' I should say that on an educational proposition it doesn't pay to appeal merely to reason, judgment, and intellect—there must also be an appeal to the heart side or feelings, if real results are to be expected. As to the reason for the failure of 'AS/H-3' I don't think any one would have to puzzle very long to see the reason why.

"The letter keyed 'LCB/BJ' is being sent with a little booklet entitled 'The Man Who Bossed Johnson' and is pulling more than 5 percent of leads on old lists. It is entirely different to the 'N/A' letter in its appeal, although it is for the same purpose."

§131 The four letters on pages 412, 413, 414, and 415 are commented on by Mr. Hugo Parton as follows:

"These letters are sent out to a selected list of men in the larger cities. We make the lists ourselves, choosing the more substantial men in all walks of life. Our proposition is a difficult one to write form letters about because we have no specific article which we are trying to sell to one class of men, who, by their business, we know to be in the market for such a thing.

"We are trying, out of a clear sky, to interest a man in his health and the betterment of it. We are dealing, not with an article, but with an idea. We have to make these letters unusual, and interesting enough to get the man to read in the first place; appealing enough to get the man to return, for further information, the postcard we enclose.

"Furthermore we have to be very chary of talking about exercise, because most men think they know all about exercise. So we are trying to interest a man in a thing we scarce dare to mention by name until we are

LETTERS THAT MAKE GOOD

given opportunity to explain fully. We are trying to interest the best class of men in the country and it is essential to make our letters catchy; it is also essential to have them in no way cheap.

"In view of these facts we feel that our letters have been very successful, as some of them bring 20 percent of replies."

§132 Four letters, pages 416 to 419, that were used in raising money for the celebration of a city's anniversary were contributed by Mr. George H. Cooper. He comments on them as follows:

"I think these letters have brought more results than any I have ever used. I raised \$10,650 without leaving my desk except for a few hours to gather up a few little amounts that I could get that way."

§133 The three letters on pages 420, 421, and 422 were used for promoting a mail order service. The first letter aims to create sufficient interest for an interview, the others have specific trial service to offer. These letters proved the most effective of their kind ever used and brought 54 orders from a total list of 362 names that were not selected, the total amount of business being \$1,893.31.

§134 The four letters on pages 423 to 426 inclusive brought results which were unusually satisfactory. Many complimentary expressions were received by the printing company from prospects to whom they were sent and requests for a series of follow-ups of this "ginger" type were constantly coming in. A large increase in the volume of their business was the direct result of this series.

§135 The four letters on pages 427, 429, 430, and 431 were used by an engraving house with unusually good results from each letter. The letter on page 427 has received a great deal of

LETTERS THAT MAKE GOOD

severe criticism, but was one of the biggest business-pulling letters ever used by this house.

§136 The two letters on pages 432 and 433 were contributed by Mr. Herbert J. A. Reid of London. These were used to follow up inquiries from magazine advertising. A hand book was sent immediately in response to the inquiry and then the letters were posted at intervals of two weeks. The two letters here shown have been the most successful of any used in this campaign. They have brought hundreds of comments on their advertising merits from recipients in America. Their strength probably lies in their personal and confidential tone as these qualities would naturally appeal in a proposition of this nature.

§137 The series of letters, pages 434 to 438, is rather unique and was successful in securing a large percentage of signed cards which were turned into actual business. The series was prepared by Mr. Louis V. Eytinge and the letters contain a touch of a human interest that characterizes all of his copy, and which is probably the keynote of his success in writing letter copy.

§138 The letters on pages 439 and 440 were used in a series of six and were remarkably successful in results. These letters have a personal tone and this probably accounts in a large measure for their pulling power.

§139 The letters on pages 441 and 442 are good examples of what may be done by way of impressing the customer with the standard of the goods advertised. They seem to reflect a personality back of the house which is at once pleasing and convincing of sincerity.

Blackman-Ross Company

Advertising



BOOKMAN OLDSTYLE AND BOOKMAN ITALIC
LE ORNAMENT
AN TYPE FOUNDERS COMPANY

No. 10 EAST 33rd STREET

New York City

Dear Sir:-

We want you to know us.

Some day it may prove useful.

We won't explain here the character of our work. Instead we will give the character of our thoughts.

To begin with: We don't aim to develop unsettled businesses.

We believe in building on a solid foundation and we seek the manufacturer who has laid his.

In our own business we could employ novices and try to make them strong. Instead we employ strong men and try to make them stronger. We have adopted inside the policy we aim to follow outside.

We seek only advertisers who are square with the public - of which we are a part. We seek only products whose honest story is a strong one.

We don't aim to supply ginger to those who lack it. We save ours for those who have it.

We know we have ability and we seek customers who will bring it out.

We have few fixed advertising formulas. One is - avoid the "only way": the track is too crowded.

We have little patience with the experienced man who says he knows less about advertising now than when he started. We know we know more.

We realize that successful advertising is no child's play. But we welcome the difficulties as a good stimulant to good work.

We doubt the usefulness of terms like "Service", "Co-operation", "Consumer Influence" and "Merchandising". We believe they are too big for small men, and too vague for big ones.

We feel frankly that the efficiency spirit is leading

BLACKMAN-ROSS COMPANY

O. H. BLACKMAN
F. J. HERMES
J. K. FRASER
F. J. ROSS



Advertising

Advertising Matter
Artistically Designed

10 EAST 33D STREET

NEW YORK

SET IN LIGHT OLDSTYLE VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

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advertisers astray in their copy. The public has other occupations as useful as advertisement reading. We feel that we should take care lest they find them more interesting.

We believe that an advertisement should hold both what the manufacturer wants to say and what the public wants to read.

To accomplish this, we believe in the waste basket.

We believe good work on the trade is too vital to bandy words over. But we find most advertising to the trade slipshod. We believe printed talk to the jobber and retailer should be studied as carefully as advertising to the public.

This brings us back to the waste basket.

Every member of our firm is bigger than all the rest of us in some particular. An exchange of views helps us all. We believe our views have the same value to the manufacturer.

We take the successes of advertising with a grain of salt. We have had our quota. But after we have given the manufacturer his just dues, we find we must content ourselves with a moderate share in the credit. Advertising has seldom saved a business fundamentally weak, though it has greatly strengthened many businesses fundamentally strong.

We believe the advertising agent works best with a good advertising manager and the manager best with a good agent.

That is all for the present.

We are sending this to some who are customers of good friends of ours. It is not private. It doesn't aim to sow discontent. But in this field unexpected changes take place. We simply want to make known who we are and what we stand for.

Very truly yours,

Successful Advertising Ideas



Business Bringing Literature

O. H. BLACKMAN

F. J. ROSS

F. J. HERMES

J. K. FRASER

Blackman-Ross Company

No. 10 East Thirty-Third Street

NEW YORK CITY

REGISTER BLACK, NEW CASLON AND NEW CASLON ITALIC
MORE ORNAMENT MONOTONE BORDER
IN TYPE FOUNDERS COMPANY

Dear Sir:-

An official in a company that leads the world in its line, in explaining to us an advance in their business, said:

"We discharged the men who would not attempt the impracticable."

There is a big thought.

The most practical advances have come from men with impracticable aims.

The manufacturer or advertiser who does not constantly attempt the impracticable risks finding himself in a rut left behind by those who do.

One thing more than any other puts a method of procedure into disuse. It becomes too practicable; so practicable that all are able to practice it - and do. It loses value because it loses individuality.

We try to keep this before us in our work.

In talking with advertisers we often stand up for the impracticable and the ideal, in the face of the most pronounced views.

We are sometimes fully conscious that what we advocate cannot be worked out by the route under discussion. The route is not important. The destination is. By insisting on the ideal we find an unexpected way out often develops. It would be missed if we stopped the discussion in the face of "practical" obstacles.

Very truly yours,

BLACKMAN-ROSS COMPANY ADVERTISING

10 EAST 33rd STREET
NEW YORK CITY

SET IN DELLA ROBBIA
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Here is a thought on copy.

We wonder if you are thinking along the same lines.

We all agree that most advertising copy is dull.

Of course the defense is:

"It has a mission. It has got to sell goods. It is salesmanship on paper."

Assuredly.

But it needn't march up to the house with a sample case under its arm and a badge of the order on its lapel. That is hardly the type of salesmen we welcome at our doors.

The best salesmen seldom look the professional salesmen at all. And we have seen no evidence that the best advertisement need look or talk like a professional ad.

Usually a few members are picked from the famous "ity" family - "purity", "quality", "dependability", "reliability" and all the little "ity's." They are put down on paper and backed by enough will power to move a mountain.

The will power would do the work but a little experience shows that it won't go into black and white.

Then arguments are shaped up that would be forceful if read.

We wonder if the same advertiser would employ many salesmen who were convincing if heard? He would want some assurance that his man would get a hearing, wouldn't he?

A strong story to a man or woman who is not listening is hardly an achievement for either a salesman or "salesmanship on paper."

If the plea is salesmanship, why not learn from salesmen? The most selfish of them spares a few pleasant words for conversation's sake.

How often do we meet a good salesman without a sense of



Blackman-Ross Company

O. H. BLACKMAN F. J. HERMES
F. J. ROSS J. K. FRASER

ADVERTISING



JOINING TEXT AND COPPERPLATE GOTHIC SHADED
CORATOR LITHOTONE BRASS RULE
TYPE FOUNDERS COMPANY

NO. 10 EAST THIRTY-THIRD STREET
NEW YORK CITY

-2-

humor? And how often do we find a sense of humor in this pompous salesmanship on paper.

And still we see condemned as "clever but poor advertising" practically everything that the public likes.

If the public thinks it good reading the advertising fraternity almost surely pronounces it poor advertising.

That is an easy way to dodge hard work.

Popular, readable advertising is not easy to produce. It takes time. It takes some talent.

We've never known an advertiser yet who failed because his copy was too popular. If it fell short it wasn't too much popularity. It was too little something else.

A great deal of study is now devoted to making dull copy efficient. If we can judge by advertising results as we have seen them, the study would be better spent on making live copy efficient. To do its part, advertising must be read. To be read, it must be readable.

Every honest advertiser has some strong message to deliver.

His problem is how to get it home.

One school of advertising says: "Be brief."

Another says: "Tell your story."

Probably both are right. But there is a great difference between making statements and making impressions. There is little value in a short advertisement that lacks point, or a long one that lacks interest.

Suppose a man you were talking to left in the middle of your talk.

You would hardly think he was impressed, would you?

Advertising copy in our opinion should be judged by the same standard. It should get interest. It should hold interest.

THE BLACKMAN-ROSS COMPANY

ADVERTISING

10 EAST THIRTY-THIRD STREET : : : : : NEW YORK CITY



SET IN CARD MERCANTILE FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

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It should have point. It should have life.
When you talk about results, life in copy comes hard
When you talk about the actions behind results, life
comes easy.

For instance:

"Jack had a broken crown. Jill had a tumble. Both
misfortunes came from a trip up a hill to fetch a pail of
water."

Compare that with this:

"Jack and Jill went up a hill to fetch a pail of
water. Jack fell down and broke his crown and Jill came
tumbling after."

One talks results. The other talks the actions behind
them.

Which makes the better reading?

That is one simple expedient. There are many that can
be used to give point and interest to a sound message.
They aren't obvious, but they can be developed by study.

In conclusion:

The display line seldom takes up more than 1/4 the space
in an advertisement.

If folks don't read your story in the other 3/4, what
becomes of most of the money you spend for advertising?

We often find solid facts in solemn sermons and light
touches in empty nothings.

But we seldom find advertising copy that's up to prime
bacon, with its "streak o' fat and streak o' lean" - copy
that holds both point and interest.

We think we have the ability to produce it.

Yours very truly,

BLACKMAN-ROSS COMPANY

MAKERS OF MODERN

Advertising

O. H. BLACKMAN F. J. ROSS
J. K. FRASER F. J. HERMES

No. 10 East 33rd Street

New York City

Dear Sir:-

We lately promised a letter on the functions of advertising counsel.

Most large houses employ a corps of salesmen.

These men - smart, alive and with a hobby - come into contact with the executive heads. They talk sales, sales-problems, sales-troubles and sales-prospects.

Unless the executive locks his doors against his own salesmen he can't forget sales if he wants to. Willy-nilly, he thinks sales, studies sales, dreams sales.

Under the inspiration of this sales contact the executive develops into a penetrating sales thinker.

Sales methods benefit.

Advertising lacks this human drag-net.

The Advertising Manager stands practically alone. It is on his shoulders to radiate as much inspiration as the entire sales-force.

He deserves help - assistant radiators, if you will.

That, as we see it, is one function of the advertising agent.

The capable agent commands the confidence of men of the first commercial rank. He is a clearing house of the most advanced marketing ideas and practices.

He can furnish the Advertising Manager with the safety check and the stimulus that the Sales Manager gets from his salesmen -- facts, points of view and experiences from the field.

Advertising may look simple from the outside.

So does peanut vending.

But the push cart business doubtless has its intricacies and short cuts that make John a master and the rest of us novices.

Advertising has possibilities and forms of finesse that develop only through experience, work and thought.

No executive can properly penetrate advertising practice unless he frequently thinks on advertising.

The capable agent, directly and through the Advertising Manager, helps to stimulate this necessary thought.

What about ourselves?

Nothing just now.

Very truly yours,



BLACKMAN-ROSS CO.

Advertising

NUMBER 10 EAST 33RD STREET
NEW YORK CITY



Dated {

SET IN STRATHMORE OLDSTYLE STRATHMORE ORNAMENTS
CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Here is a manufacturing suggestion:

Staple merchandise is in direct competition with other staple merchandise.

But a sound idea often gives staple merchandise a non-competitive identity. The manufacturer then commands the staple price plus a price for the idea.

A pencil plus the idea of an attached piece of rubber made a fortune.

A hook and eye plus the idea of a hump made another.

A sensitized film plus flexible backing - another.

Chicle gum plus sweetening and flavoring - another.

Biscuit plus a moisture-proof package - another.

Ordinary fabric plus water-proofing - another.

Soap plus sand for scouring - another.

A razor plus the safety idea - another.

A watch plus stem winding - another.

A pen plus an inkwell - another.

And so on.

Some day a new idea added to shoes will make a specialty out of a staple.

BLACKMAN-ROSS COMPANY



Advertising

PABST DLOSTYLE AND PABST ITALIC
BORDER VERSATILE ORNAMENTS
AN TYPE FOUNDERS COMPANY

10 East Thirty-Third Street

New York City

-2-

Sooner or later, an added idea will bring a non-competitive price for clothing.

The cleansing field is still wide open for ideas. The food possibilities seem almost unlimited. Confectionery, gloves, pianos, piece goods, shirts, cigars, underwear, etc., etc., are all waiting for ideas that will give a non-competitive identity and command a non-competitive price.

The product you deal in to-day was originally a novelty-idea or utility-idea.

If it has become a competitive staple, you are simply dealing in an idea grown old.

Would it not pay you to employ a man, at the salary of a good salesman, to spend his whole time reaching for ideas that are new? Commission him to look for improvements in your product that will give it a more distinct non-competitive identity.

If an alert man spent his whole time in search of ideas it would be remarkable if something well worth while didn't develop.

We will ask the department head who receives this note kindly to pass it along to the department head most apt to be interested.

We have no immediate axe to grind.

Very truly yours,



SET IN CLOISTER TITLE CLOISTER INITIAL ANTIQUE BORDER NO. 1
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

There is one phase of to-day's advertising which is, we think, slighted.

That is the value of establishing a likable personality.

It isn't enough to make people like your goods. You have not finished until they like you. If you accomplish this you establish two valuable assets - a desire to buy your goods - a desire to trade with you.

Under present conditions the public is getting farther and farther from the manufacturer.

The manufacturer usually is a distant unknown. Advertising holds the power to bridge that personal gap. It has the power to make friends of people who never saw you.

So long as an institution in the eye of the public is a vague nothing, or merely an aggressive pleader for business, it will lack the personal good-will that is half the force in a sale.

That is apt to be one weakness in copy which is devoted chiefly to giving reasons.

There is nothing wrong with reasons. They are, and always have been, the basis for sound advertising. But when reasons are held up as a necessary formula we are apt to get hard, cold logic in place of warm friendly advice.

The reasons are apt to sound as if we were talking to our enemies and not to our friends. If they make the reader



BLACKMAN-ROSS COMPANY

O. H. BLACKMAN

::

J. K. FRASER

::

F. J. ROSS

::

F. J. HERMES

PAMPHLETS AND BOOKLETS NEATLY
DESIGNED AND TASTILY ILLUSTRATED

Advertising

MEMBERS OF THE CHELTENHAM FAMILY
TYPE INITIAL
CAN TYPE FOUNDERS COMPANY

10 EAST 33d STREET

New York City

-2-

dislike us they will have a hard time persuading the reader to buy our goods.

Every advertiser recognizes the value of the friendly touch in the personal sale. It is curious that he should so often overlook it in advertising.

In a former letter we referred to the lack of humor in current advertising.

We don't talk to our friends in hard, cold, dry terms. It is the sense of humor between friends that draws them together. The sense of humor is neither smartness nor cleverness. It is merely an appreciation of facts as they are.

As the bluff wears off the sense of humor comes to the surface.

Your friend says: "Don't try to put that over on me." He resents stilted preaching. He wants you to come down to earth and talk things as they are.

When you do talk things as they are, the sense of humor creeps in.

Then you commence to establish yourself on a friendly basis.

That is a sound basis for making sales either in person or in print.

Rather a humorless talk on the value of humor, isn't it?

Very truly yours,

BLACKMAN-ROSS COMPANY — *Advertising*

NUMBER 10 EAST 33RD STREET • NEW YORK CITY

SET IN MEMBERS OF THE BODONI FAMILY
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

When is advertising read?

Generally after the day's work - when people are resting.

Isn't it about time to reckon with this:-

What attracts our resting friends?

Moving picture shows outdraw stilted lectures.

Vaudeville plays daily; Shakespeare at cautious intervals.

The public works hard by day. It seems to want a hard laugh at night.

And when resting readers sit down to the advertising sections what appears?

A few benevolent advertisers suggest trips to Europe, holiday hats, bon-bons, concert music and downy cots.

But most of them talk work.

The readers are invited to visit numberless factories; to test out the positive merits of many brands; by an implied battle to insist on certain other brands; to sit right down and send for quantities of valuable booklets; to wash dishes with specified cleansers; to reduce flesh by exercise; and to disport themselves in sundry equally active occupations -- after union hours.

Most advertising talks work, and in work-a-day terms.

It is written to interest a tense working spirit in place of a relaxed receptive spirit.

Fortunately, advertisements aren't human - or their cold reception would send most of them behind the scenes in a panic.

Give the audience more entertainment and, it is safe to say, they will give the advertising more attention. Remember, we are talking to people who are relaxed.



BLACKMAN-ROSS Co.

O. H. Blackman
J. K. Fraser
F. J. Hermes
F. J. Ross

*Original and
Effective* **Advertising**



IN NEW CASLON AND NEW CASLON ITALIC
ATHMORE ORNAMENTS
RICAN TYPE FOUNDERS COMPANY

10 East 33rd Street

New York City

-2-

Some one asks: "Well how about sales?"

We will answer Yankee-wise: Do our friends trade by preference with the solemn-visaged shopkeeper, or the man who greets them with a smile and a laugh?

The manufacturer who will put geniality into his advertising will appear the stronger for it.

In advertising, the hard work should be done by the writer - not the reader.

Of course, a great deal of dull advertising has succeeded. The credit, usually, is due to the force of advertising, not the force of the copy.

The dull pleading is waiting for a wholesale uplift.

It's time to give the tired public more advertising joy.

And, they'll respond.

We needn't worry about that.

No. We don't propose to circulate pleasantries at the expense of convincing talk.

We propose the pleasantries as a sugar coating, to make strong talk the more acceptable and therefore the stronger.

We appreciate, too, that life has its solemn moments, and commerce its serious topics which shouldn't be treated in the lighter vein. But the topics are few and the moments we would like to have fewer.

Very truly yours,

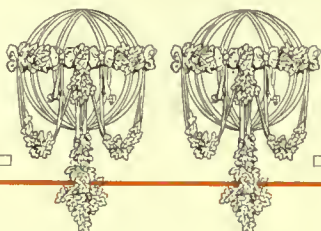
P.S. Repeatedly we've been asked, "Why don't you say more about yourselves?"

That is coming.

BLACKMAN-ROSS COMPANY

CIRCULARS, PAMPHLETS, BOOKLETS AND CATALOGUES ARTISTICALLY DESIGNED AND NEATLY ILLUSTRATED

O. H. BLACKMAN
J. K. FRASER
F. J. HERMES
F. J. ROSS



Advertising

No. 10 East 33d Street
New York City

SET IN PACKARD FLORAL DECORATOR.
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Advertising is a product of personal ability - nothing else.

The best that any Advertising Agency can offer you is the creative strength of individuals.

The solicitor is important. Good office management is desirable.

But, the one big, vital question in your selection must be:

"What men will create our advertising?"

Next: "What are their capabilities? To what extent will they work with us?"

Different Agencies are built along different lines. One form is the departmental organization. It comprises subdivided clerical, copy-writing, and soliciting staffs.

Such an Agency generally holds individuals of marked ability.

But, in an organization of that kind, the real creative work is usually turned over to a staff of moderately paid writers. The high-paid men are the business getters.

Under our plan, both the advertising and sales planning are in the hands of one group.

Every account in our office has the direct attention of every one of the seven men who make up this group.

These seven men have been repeatedly drawn into many of the biggest advertising problems in the country.

Six of them have held executive positions demanding pronounced capacity. Their time in these positions was given mainly to subordinates. It is now given wholly to advertisers.

J. H. Blackman
F. J. Hermes
J. K. Fraser
F. J. Ross



BLACKMAN-ROSS COMPANY

Pamphlets Designed

Advertising

Dummies Furnished

No. 10 East 33d Street

NEW YORK CITY

-2-

We have no low-paid "creative staff." For that reason we cannot afford to handle, and do not handle, a large class of accounts that would be perfectly acceptable to the big departmental organization.

Our theory is a small group of able men - a small group of profitable, promising accounts.

We feel perfectly safe in saying that no Agency in the country consistently brings to bear on its accounts as much high-grade personal ability as we do.

- - - - -

Every man in this organization entered it at an immediate personal sacrifice.

The incentive that brought us together was our common belief in the necessity for, and the future in, an Agency that would offer the direct, personal service of a well-knit group of high-calibered men.

We have all lived through, and seen the incompleteness of, the executive idea in advertising.

We know, from experience, that the strongest executive cannot get a first-grade product out of a second-grade creative staff. And, nothing short of first-grade creative ability can properly deal with the problem that confronts the usual advertiser under to-day's competitive conditions.

- - - - -

A majority of the seven men referred to are between the ages of 35 and 40. They are at an age when an advertising problem is entered into with the zest of comparative youth and the judgment born of experience.

Six of these men have advanced through purely copy-writing positions.

One was Editor of the two leading advertising journals,

BLACKMAN-ROSS COMPANY

O. H. BLACKMAN
J. K. FRASER



ADVERTISING

10 EAST THIRTY-THIRD STREET
NEW YORK CITY

F. J. HERMES
F. J. ROSS



SET IN HOBO ACME BORDER MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

-3-

and head of the second-largest copy department in the country.

One entered advertising by creating the Sapolio "Spotless Town" series, and later proved himself one of the most forceful prose writers that the business has seen.

One, during a recent Presidential campaign, handled the magazine propaganda of the Republican party.

These men write from a matured insight into the whole marketing problem.

- - - - -

Our space planner is not simply a buyer. He is an officer of the Company. His judgment on mediums is backed by sound experience both in mediums and in advertising. He works as part of the creative group.

His attitude toward space buying is entirely different from that of the usual Agency space buyer, who, as a rule, is an estimate clerk.

Before he starts active space planning, he has learned the nature of the advertiser's distribution - whether it is secured through jobbers or direct - the obstacles - what the advertising must accomplish.

- - - - -

Three members of our creative group have in the past been merchandise salesmen. One was a factory superintendent. This experience acts as a safety check on advertising theory.

Too often salesmen are asked to preach a glowing story of future advertising results.

The salesman who is worth his salt won't accept vague theory. Before he talks, he believes. Before he believes, he applies his common sense. Rosy advertising hopes offer him little sound help.

BLACKMAN-ROSS COMPANY

ADVERTISING

O. BLACKMAN F. J. HERMES

F. J. ROSS J. K. FRASER

No. 10 EAST THIRTY-THIRD STREET

New York City

51 MEMBERS OF THE BODONI FAMILY
AT AN TYPE FOUNDERS COMPANY

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The real problem in advertising and sales co-operation is not booming vague advertising futures. It is arriving at sound sales practices.

That takes a contact of sales and advertising minds.

The Advertising Agent to work properly with your Sales Manager must know both the limitations of advertising, and the natural working methods of salesmen.

We have repeatedly been engaged by institutions of standing, on a retainer basis, purely for our sales advice.

- - - - -

The Advertising Manager's position is not an easy one. The separate advertising department is a recent development. Its place is not yet clearly defined.

To do his department justice the Advertising Manager should be allied with an organization which will do justice to advertising from both the advertising and the practical sales standpoints. That requirement we think we fill.

As we see it, the Advertising Department is in much the same position as the corporation Legal Department. It should be strong itself. It should work with strong outside help.

- - - - -

About our solidity:

This Company is less than four years old.

It has never borrowed a cent.

It has never missed a cash discount.

No institution in the field pays more promptly

- - - - -

BLACKMAN-ROSS COMPANY

Catalogues and Booklets
Effectively Designed

ADVERTISING



F. J. HERMES
O. H. BLACKMA
J. K. FRASER
F. J. ROSS

10 EAST THIRTY-THIRD STREET

New York City

SET IN CLEARFACE GOTHIC VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

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That, briefly, is our story.

If you should engage us as your agent you will be assured of this:

You will work with a group of aggressive men of unusual advertising experience and demonstrated capabilities.

Your problem will have the direct attention of these principals.

We are not human avalanches. We don't know more about your business than you do. We have no ready-made formulas. But, we do have common sense, a sound working method, a vigorous working spirit and a group of creative abilities that are very much out of the ordinary.

This, as you of course appreciate, is a circular letter. But the list that it goes to has been carefully selected. There are many advertising accounts that we don't want. Hardly a week passes that we don't decline business. We are organized to fit certain kinds of business that offer a real scope and promise a real future.

In our judgment yours is one of them.

If you should be interested in our terms, a list of our customers, evidence of our sales-planning methods, of our ability to produce copy that does justice to a business, or further details of any kind, we shall be glad to furnish them.

Yours very truly,

Before sending out this letter we put it before an acquaintance prominent in the advertising managing field.

We asked him if in any way it appeared to be an overstatement. He said, "No, I think it fairly represents you."

Makers of

MONEYBAK
Trade-Mark

Patented

Selva

SILKS

York Silk Manufacturing Co.

ADVERTISING DEPARTMENT

York, Pennsylvania

Dear Sir:-

I will call on you by mail at short intervals to show
you why it will be to your advantage to carry a line of the

* * * * * Patented Selva Silks.

Yours truly

YORK SILK MANUFACTURING CO.

Manufacturers of the Famous MONEYBAK^{Trade-Mark} Patented Selvage SILKS

SET IN MEMBERS OF THE CHELTENHAM FAMILY
POOLE PRINTING CO., BOSTON, MASS.

YORK, PENNSYLVANIA

Dear Sir:-

Four years ago a retailer in a large eastern city said he couldn't sell high-grade black silks.

People wouldn't pay the price.

We asked him to try.

He did try.

We worked together.

First year he purchased \$350.52 worth of * * * * *
Silks.

Second year he purchased \$1378.47 worth of * * * * *
Silks.

Third year he purchased \$3985.91 worth of * * * * *
Silks.

Fourth year (to Dec. 1) \$7444.31 worth of * * * * *
Silks.

But that's in a large city.

Let us show you what we are helping merchants in small towns to do.

One firm in a town of 5000 in western Ohio took up the
* * * * * line in 1904.

Their first purchase was one piece of * * * * *
costing \$58.85 net.

First year they purchased \$275.84 worth of * * * * *
Silks.

Second year they purchased \$532.85 worth of * * * * *
Silks.

York Silk Manufacturing Company

MANUFACTURERS OF **MONEYBAK** PATENTED SELVAGE SILKS
Trade-Mark K

York, Penn.

-2-

Last year (to Dec. 1) \$1367.17 worth of * * * * * Silks.

In 1905 a Michigan merchant in a small town of 3300 bought a trial order of one piece of * * * * * Silk amounting to \$66.13 net.

His purchases for the year amounted to \$178.63.

For the 11 months ending Nov. 30, 1906, this same merchant has bought \$422.08 worth of * * * * * Silk.

In a California town of 2200 a small firm in 1905 tried a half piece which cost them \$40.47 net.

Their purchases for the year amounted to \$225.63.

To December 1 their 1906 purchases of * * * * * Silk amounted to \$760.75.

Merchants in smaller towns do just as well.

Last year a firm in a town of 1000 in Missouri bought a trial order in February. To December 1 they have already purchased \$342.65 worth of * * * * * Silks.

These few instances give you an idea of the growth of the silk department sales where the merchant takes up the * * * * * line and co-operates with us to push it.

While we prefer the laying in of a full line at the start, we do not insist on your doing so.

Most merchants in small towns start with a piece of the 34 inch * * * * * XX taffeta at \$1.22½ or the 27 inch * * * * * XX taffeta at \$1.05.

Shall we send you a piece?

Yours truly,

York Silk Manufacturing Company

MONEYBAK PATENTED **SILKS**
Trade-Mark SELVAGE

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN BOLD PEN PRINT AND PEN PRINT
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

Quality is the reason for the sales growth of the
* * * * * Patented Selvage Silks.

In appearance these silks have a beautiful black luster, a mellow touch and their wearing qualities are like the silks our grandmothers used to wear.

Another thing, we guarantee these silks to give satisfaction. If a claim is made for defects or poor wear which is the fault of the silk, we stand back of you and tell you to adjust it to the satisfaction of your customer.

We would never think of doing this if the quality wasn't in the fabric.

* * * * * Patented Selvage Silks are pure dye silks.

But that means very little.

Every manufacturer tells you the same thing.

Pure dye silk once meant pure silk with just sufficient dye to give it a lasting color.

Now, it so often means that the silk fabric is purely dye and very little silk.

This is a fact.

One of the textile journals editorially deplored this condition in the silk business and had an analysis made of three pieces of black taffeta silk, bought at one of the leading stores in New York City, by Professor Algeo, of the Philadelphia Textile School.

One piece marked * * * * * was bought at \$1.00 for the narrow width; another, an imported black taffeta, same width and price was marked No. 2 and the third piece marked number 3 was the same width and cost 75 cents.

The result of the analysis was submitted to the editor in the report of Professor Algeo dated March 4, 1904, in which he says:-

"In accordance with your favor of Feb. 18, 1904, requesting an analysis which would determine the relative

ADDRESS REPLY TO THIS COMMUNICATION TO THE ADVERTISING DEPARTMENT, YORK, PENNSYLVANIA



YORK SILK MANUFACTURING COMPANY

SALESROOM
83-87 GRAND ST.
NEW YORK

MANUFACTURERS
OF

MONEYBAK
TRADE-MARK

PATENTED
SELVAGE SILKS

YORK, PA.

SET IN COPPERPLATE GOTHIC SHAGED
FLORAL DECORATOR LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

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amounts of material other than pure silk in the three samples of silk taffetas which you enclosed, the following is submitted as a brief summary of the results of the analysis:-

Sample marked * * * * * contains 91% of pure silk.

Sample marked No. 2 contains 72½% of pure silk.

Sample marked No. 3 contains 39% of pure silk.

The term pure silk is here used to represent silk from which the silk gum or sericin has been removed."

Pretty conclusive evidence, isn't it?

The next best silk to * * * * * contained only 72½% of silk and 27½% of dye.

Just think of it!

Three times as much dye as in * * * * * and selling at the same price.

Is it any wonder that * * * * * was awarded a Grand Prize at the Louisiana Purchase Exposition for its purity and long wearing quality?

* * * * * is the silk that is building up the silk departments of over a thousand merchants in the United States and it will help yours.

These silks are made in two weights, * * * * * XXX and * * * * * XX. The lighter weight, * * * * * XX, is the more popular and a readier seller.

* * * * * XX Taffeta	* * * * * XX Peau de Soie
23 in. \$.90	20 in. \$.95
27 in. 1.05	23 in. 1.10
34 in. 1.22½	26 in. 1.30
36 in. 1.35	30 in. 1.45
	36 in. 1.65

Let us send you a piece of each.

Yours truly,

York Silk Manufacturing Company

MONEYBAK PATENTED
Trade-Mark SELVAGE SILKS

Address Reply to This Letter to the
Advertising Department

York, Penn.

SET IN BULFINCH OLDSTYLE BULFINCH BORDER
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

There are three reasons why we authorize you to adjust
without quibbling any reasonable claims for poor wear of
the * * * * * Silks.

The first is the quality of the silk.

The second is the purity of the dye.

The third is the patented detachable selvage.

Two of these features would not be sufficient to make
up the perfect * * * * * fabric. The three are absolutely
necessary.

No matter how pure the dye or high the quality of the
silk, if the manufacturer cannot separate the perfect
pieces from the imperfect, they all must be sold bearing
the trademark of perfection.

That is the superior point about the * * * * *
Patented Selvage Silks.

Notice on the enclosed sample how the selvage is
attached.

You will see that the patented detachable selvage is
not a necessary part of the fabric, and can be removed
without damaging the edge because there is another or inner
binding.

YORK SILK MANUFACTURING CO.

SALESROOM
83-85-87 Grand Street
New York



MONEYBAK
Trade-Mark
PATENTED SELVAGE SILKS



ADVERTISING DEP'T
YORK, PENN.

RUCCO ROMAN WAYSIDE ORNAMENTS
CAN TYPE FOUNDERS COMPANY

-2-

In this way every defective piece of * * * * * Silk, whether it be the fault of spinning, dyeing, weaving or finishing is cast aside and the trademark removed and the silk disposed of through other channels.

Perfect pieces only bear the * * * * * Patented Detachable Selvage and these you are authorized to sell with our guarantee that they will give satisfactory wear.

If by any possibility they do not, you are told to adjust any reasonable claim to the satisfaction of your customer.

That will mean a great deal to you because satisfied customers are your best advertisements.

Every one sends you another.

That's why it will be to your advantage to co-operate with us in pushing the * * * * * Patented Selvage Silks.

The wide widths, due to the fullness of garments, are the best sellers at present.

For that reason we advise you to take a piece of the 34 inch * * * * * XX taffeta at \$1.10 for a start.

When shall we send it?

Now or January 15?

Yours truly,

The York Silk Manufacturing Co.



PATENTED SELVAGE SILKS

Advertising Department

York, Pa.

SET IN HEARST AND HEARST ITALIC HEARST INITIALS
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

You have read what I say.

Now read what a firm who has been handling the * * * *
line for four years says:

"We placed this silk in stock four years ago because
in our judgment, it was the best silk on the market for all
purposes. We made no mistake - as hundreds of customers
that have bought * * * * * Silks will testify. Ask
anyone that has a * * * * * Silk and they will tell you,
as they have us - 'The best silk I have ever bought.'"

But read their advertisement which we enclose.

They made no mistake - neither will you if you put
in the * * * * * line.

If you do this at once, we will confine it to you for
your town, and help you sell it.

Suppose you start with a piece of the 26 inch * * * *
XX taffeta at 90 cents or a piece of the 34 inch * * * *
XX taffeta at \$1.10, or both.

The selling helps will follow at once.

Yours truly,

YORK SILK MANUFACTURING CO.



MAKER OF **MONEYBAK** PATENTED
SUPERIOR TRADE-MARK SELVAGE SILKS

WE ARE THE SOLE MANUFACTURERS OF THIS CELEBRATED MONEYBAK SILK



SALESROOM: 83-85-87 GRAND STREET, NEW YORK ▼ ADVERTISING DEPARTMENT: YORK, PENNSYLVANIA

IN CENTURY EXPANDED CENTURY BORDER
WITH MORE ORNAMENTS
THE PRINTING CO., BOSTON, MASS.

York, Penn.

Dear Sir:-

I enclose a copy of our Spring 1907 price list showing the various weaves and widths in which the * * * * * Silks are made.

These prices are subject to a discount of 6/10/60 days extra.

Each dealer selling * * * * * Silks receives a copy by mail and our salesmen are not allowed to make any deviations in these prices.

Thus you buy the * * * * * Silks with as much advantage by mail as if visited by our salesmen.

The retail prices given in the pamphlet are not advertised because distant merchants cannot sell the silks at as low a price as those nearer our New York salesrooms.

We have no objection to your asking more but we don't want you to sell them below these figures.

That's fair, isn't it?

It is our aim to protect and co-operate with all the * * * * * dealers in every way.

As a trial let us send you a piece each of * * * * *
XX 27 inch taffeta at \$1.05 and * * * * * XX 34 inch
taffeta at \$1.22½.

Yours truly,

The York Silk Manufacturing Company

MAKERS OF

MONEYBAK
Trade-Mark

PATENTED SELVAGE
SILKS

Advertising Department

York, Pa.

SET IN CONDENSED LITHO
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

How much do we spend advertising the * * * * * Silks?
Let's put it another way.

How much do we spend in co-operation with dealers to
push the sales of the * * * * * Silks in their own localities?

That's better.

It all depends. Of our 1050 agents, some are in districts where people want the best of everything and are willing to pay a reasonable price for it. Others are not so fortunate and must educate their patrons that it pays to buy the best merchandise.

It is in such places that we spend most of our advertising money.

It shows results, too.

Merchants who never handled silks over a dollar a yard are surprised to find how the * * * * * Silks are preferred after they are brought to the attention of their patrons.

But to answer the question of how much we spend to co-operate with you in pushing the sales of these silks.

By our last financial statement the total amounted to \$139,327.87.

Divide this amount by the number of * * * * * dealers and you have your answer.

Think for a moment what co-operation like this year in and year out will mean for your silk department and your store generally.

Think, too, what it would mean to you if your competitor were employing this force against you.

The opportunity is yours.

Will you take it?

Let us know at once so that we can get to work on your selling helps.

For a start we advise a piece each of the 27 inch * * * * * XX taffeta at \$1.05 and 34 inch * * * * * XX taffeta at \$1.22½.

Yours truly,

YORK SILK MANUFACTURING COMPANY

MANUFACTURERS OF

MONEYBAK
Trade-Mark

PATENTED SELVAGE SILKS

York, Penn'a

Dear Sir:-

We help you sell the * * * * * Silks through your local dressmakers.

How many are there in your vicinity?

Do they all deal at your store?

They will if you sell the * * * * * Silks.

Why?

Simply because we make it worth while for them to do so.

Read the enclosed offer which we authorize you to make them.

For every twenty-five yards of the * * * * * selvage which they return to us we will send them one yard of the twenty-six inch * * * * * XX taffeta which you retail at \$1.25 a yard.

Think of it!

Every yard of * * * * * selvage they return to us is worth five cents to them.

And there are a lot of them returning it.

Read the letters which they write us.

In our New York salesrooms there is a ball measuring nineteen inches in diameter and which contains more than thirty-five thousand yards of the returned * * * * * selvage.

You can readily see by this offer the dressmakers

York Silk Manufacturing Company

MAKER OF **MONEYBAK** PATENTED
SUPERIOR Trade-Mark SELVAGE SILKS

Address Reply to This Letter to the Advertising Department

York, Penn.

SET IN SHAW TEXT, REGUT CASLON AND NEW CASLON
POOLE PRINTING CO., BOSTON, MASS.

-2-

help you increase your silk, notion, lining and other sales because your store will be the only one at which they can buy the * * * * * Silks.

We are confining towns daily for an increasing number of merchants and the opportunity is yours if you are the first to send in your order for immediate or future delivery.

Don't delay.

Simply make a note of the silk and helps you want on the bottom of this sheet and return it to us.

We will send them to you with the least possible delay or hold them for you until Spring.

In that way you will be sure of the agency for your town.

Very truly yours,

Silk:

Mdse. envelopes,

Booklets,

Selling :

Helps :

Signs,

Electrotypes,

*
Dressmaker propositions,

Name _____

Town _____

YORK SILK MANUFACTURING CO.

Manufacturers of Famous **MONEYBANK** Patented Selvage SILKS

Room at Numbers 83-85-87 Grand St., New York

Advertising Department

Advertising Department, York, Pennsylvania

York, Pennsylvania

Dear Sir:-

Your competitors help you advertise the * * * * *
Silks.

They can't help it.

They do it in self-defense.

Best of all they advertise these silks to the women
you have the most difficulty in reaching.

It's this way.

Your competitor knows as well as you do that the * * *
Silks are superior to all others.

By the distribution of the selling helps you give
every woman in your vicinity facts and evidences which con-
vince them that the * * * * * Silks are the best silks
they can buy.

You are the only one from whom they can buy them.

The women who buy at your competitor's ask him for
them.

He does not have them.

Offers them something else.

They tell him about the good points of the * * * * *
Silks and the weak points of others so that he must defend
his own goods and in this way, by his counter attacks and
explanations he puts his customers in a position of cham-
pioning the * * * * * Silks.

York Silk Manufacturing Company

MONEYBAK
TRADE-MARK
PATENTED SELVAGE SILKS

YORK, PA.

SET IN CHURCH TEXT AND CLOISTER TITLE
AMERICAN TYPE FOUNDERS COMPANY

-2-

When once you get women using your arguments to convince another person they are pretty certain to convince themselves by the force of their own eloquence and your proofs.

See how it works out.

A retailer in the South used our selling helps to such good advantage that his competitor couldn't stand it any longer.

He "hollered."

Said his own taffeta silks were the peer of any silk manufactured, * * * * *, or any other made.

Read his advertisement which the delighted * * * * * agent sent us.

Judging from the way this * * * * * agent's sales are growing, this advertisement bought and paid for by his competitor was the best he ever had.

Shows, too, that our selling helps do help.

They'll help you.

If you send us your order for immediate or future delivery at once, you'll be sure of securing the agency and we will get to work on your selling helps.

Yours truly,

The York Silk Manufacturing Company

MONEYBAK Patented **SILKS**
TRADE-MARK Selvage

Advertising Department

YORK, PA.

Dear Sir:-

You want to know how we help you sell * * * * *
Silks.

There are a number of ways.

One of the best, as many merchants tell us, is the
merchandise envelopes we supply free for their use.

These envelopes will save you a part of your necessary
fixed expenses as we furnish them free and pay the freight
to your town.

The envelopes, as you will notice from the enclosed,
are nicely printed in two colors and will have your name
printed on as the dealer selling * * * * * Silks.

These afford a good way to tell the * * * * * story
to every woman who buys at your store.

Besides, every envelope you send out is an advertise-
ment not only for * * * * * Silks, of which you are the
only dealer in your town, but for your entire store as well.

You can readily see by your own experience how this
direct advertising helps you.

For instance, we advertise * * * * * Silks in the
trade papers.

You do not seem to notice.

But we come direct to you with a letter.

You read it and it makes an impression upon you.

YORK SILK MANUFACTURING COMPANY

Advertising
Department



YORK, PENN.

SET IN CLEARFACE GOTHIC ACME BORDER
AMERICAN TYPE FOUNDERS COMPANY

-2-

You receive another.

The impression deepens.

Thereafter when you pass your silk counter you naturally think of * * * * * Silk.

You can't help it.

So, too, with the women who buy at your store.

They will hear so much of * * * * * Silk that when they are ready to buy, they will want * * * * *.

This will be profitable to you for several reasons.

First, you will sell more silk than you do now.

Second, your increased profit resulting from more sales.

Third, your customer will be well pleased and will send another.

Fourth, your store will maintain its reputation for carrying the best in every line.

Fifth, the * * * * * envelopes will save you the expense of buying others and you save the freight.

Kindly advise us when you will take the agency so that we can get to work on your envelopes and other selling helps.

Yours truly,

York Silk Manufacturing Co.



MONEYBAK TRADE-MARK **[PATENTED SELVAGE]** Silks



Salesroom: 83-85-87 GRAND STREET, NEW YORK CITY ADVERTISING DEPARTMENT, YORK, PA.

BY THE
E. PRINTING COMPANY
TON, MASS.

York, Pa.

Dear Sir:-

Do you have a mailing list?

Good!

Let us know how many names you have so that we can co-operate with you in selling the * * * * * Silks to every woman in your vicinity who is likely to buy silks.

How?

Simply by having you tell her the same story we have been telling you.

We make this easy for you by giving you as many booklets, like the enclosed, as you need to go round your list.

That will mean a lot of additional business for you.

Not only that, but it will make your store known as the silk store of your community.

A reputation worth striving for.

But read the booklet.

Yours will bear your imprint on the front and back covers and by sending it by mail you will reach your customer when she is at rest and her mind receptive.

It will not go the way of other booklets because it

YORK SILK MANUFACTURING COMPANY

MAKER OF **MONEYBAK** PATENTED
SUPERIOR TRADE-MARK SELVAGE SILKS

*Address Reply to This Letter
to the Advertising Department*

York, Penn.

SET IN MEMBERS OF THE CHELTENHAM FAMILY AND BOXHEAD GOTHIC
POOLE PRINTING CO., BOSTON, MASS.

-2-

comes direct from you and she knows there is something important in it for her.

Then, too, it will reach her after she has seen the merchandise envelopes and signs in your store and possibly the silk itself.

In this way * * * * * Silk is not a stranger but a familiar friend introduced by one in whom she has confidence.

She learns all its good points and you fortify her with facts and evidence about the superiority of * * * * * and the weak points of others so that when she is ready to buy silk, she will want * * * * * and no other.

All this information she will remember and will be ready to impart it to anyone who even mentions silk.

Think what this will mean to your store.

The merchandise envelopes, booklets, signs, electrotypes of advertisements and other selling helps will be forwarded as soon as possible after you take the agency.

Write for it before the advance in prices which takes effect December 15th and we will confine it to you for your town.

Yours truly,

THE YORK SILK MANUFACTURING COMPANY



MAKERS OF
MONEYBAK
Trade-Mark
PATENTED SELVAGE
SILKS

Advertising Department

YORK, PENN.

MEMBERS OF THE CLOISTER FAMILY
IN ORNAMENT
AN TYPE FOUNDERS COMPANY

Dear Sir:-

Your satisfaction will be great if you sell the * * * *
Silks.

I know this from the experience of other merchants.

Read the enclosed letter from one of them.

Here's what they say:

"Our success in sales and satisfied customers through the distinctive high quality of the * * * * * Silk and the liberal publicity given to the difference between good and bad silks means that our house is talked about in connection with purchasers who desire high-grade silks and our store as the place to get them."

Pretty strong, isn't it?

Bears out what I've been saying about the quality of the * * * * * Silks and the advertising helps we supply.

This firm says further:

"Merchants and consumers are weary, worn out, out of patience and thoroughly disheartened with poor silks."

No wonder!

Not much satisfaction in selling such goods.

This firm's experience is very similar to that of another large house who advertised the * * * * * Silks in this way:

THE YORK SILK MANUFACTURING COMPANY

Salesrooms: Nos. 83-85-87 Grand Street, New York



MONEYBAK PATENT SELVAGE
TRADE-MARK K SILKS

ADVERTISING DEPARTMENT

York, Penn.

SET IN PACKARD FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

-2-

"You have learned that it doesn't pay to buy doubtful silks. We have always known that it didn't pay to sell doubtful silks. Being agreed upon this it will be easy to come together in rallying 'round the standard of " * * * * ", The Honest Silk."

We enclose a copy of their advertisement.

Near the end of it they say:

"We should say that we have been selling the * * * * * Silks for many months, and that we have rarely ever had a customer demand the return of the price paid because of any defect. The satisfaction that comes through selling such silks is great indeed to us as it must be a satisfaction to those who use them."

You can easily imagine the feelings of a firm who advertises the * * * * * Silks in this manner.

Shows that they have great confidence in them.

You will have the same confidence and satisfaction if you sell your customers the * * * * * Silks.

Suppose you try a piece or so before the Spring rush and let me know the result.

Say a piece each of the 26 and 34 inch * * * * * XX taffeta.

Yours truly,

York Silk Manufacturing Co.

SALESROOM

63-85-87 Grand Street
New York

MAKERS OF THE WORLD FAMOUS

MONEYBAK PATENTED **SILKS**
Trade-Mark SELVAGE

Advertising Department
York, Pa.

York, Pa.

Dear Sir:-

You needn't bother writing silk advertisements, if you
sell the * * * * * Silks.

We'll do that for you.

The enclosed booklet shows a number we have all ready
set up in type to send you.

These can be used separately as described on the first
page or combined as shown in the advertisement we enclose.

The electros consisting of type matter and illustra-
tions are equally good for circulars, folders, fashion
sheets and newspapers.

If your advertisements are illustrated, so much the
better. A picture always attracts and tells the story
quicker and is more effective than mere type.

Leading merchants everywhere appreciate this fact and
in the larger cities, large forces of experts are employed
to prepare this business news and the outlay for planning,
writing and illustrating is considerable. In the smaller
towns you do not enjoy these advantages and your advertise-
ments represent harder work and a proportionate increase in
expenses for illustrations and cuts.

If you sell the * * * * * Silks, we relieve you of
this work and expense by sending you as many of these elec-
trotyped advertisements as you can use.

Think of the benefit your store will derive from all
this advertising.

It will be the one most talked about in your community.

Better take the opportunity now.

It's yours with your first order for * * * * * Silks.

Suppose you start the new year with a piece each of the
26 inch XX * * * * * taffeta and 34 inch XX * * * * *
taffeta.

Yours truly,

THE YORK SILK MANUFACTURING CO

MAKERS OF

MONEYBAK
Trade-Mark

PATENTED SELVAGE

SILKS

Advertising Department

York, Penn.

SET IN DELLA ROBBIA DELLA ROBBIA ORNAMENT
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

See what the big retailers say of the * * * * * Silks.

A Philadelphia firm says:

"There is an honest black silk made in York, Pennsylvania. It is called '* * * * *' and the name means this: The merchant gives the customer's money back if the silk is a cheat or 'goes wrong' - and the mill stands the loss."

Note the evident pride in the next sentence:

"We have the selling of it."

A Minneapolis firm says:

"The best black silks made in America are the justly famous * * * * * Brands which stand for perfection in weave, quality and satisfaction."

A Chicago firm writes as follows:

"When you see the name * * * * * on the selvage of black silk it means silk insurance."

A leading New York merchant speaks about "the well-known wearing qualities for which the * * * * * Silks have become famous."

The Boston Silk Store advertises them as "the celebrated production of the best and most progressive manufacturers in this great country."

But read their advertisements which we enclose.

They speak for themselves.

Note the pride and satisfaction expressed by each of these firms because they have the selling of the * * * * * Silks.

They have been selling them for some years and find the demand steadily increasing.

So will you.

Send us your order to-day for a piece of the 26 inch * * * * * XX taffeta or the 34 inch * * * * * XX taffeta and we will confine the sale of it to you for your town.

We'll help you sell it as we do for others.

Yours truly,

YORK SILK MANUFACTURING CO.

MAKERS OF

MONEYBAK

TRADE MARK

PATENTED SELVAGE

SILKS

SALESROOM

83-85-87 GRAND STREET

NEW YORK

ADVERTISING DEPARTMENT

YORK, PENN.

YORK, PENN.

Dear Sir:-

A western firm writes:

"What does the * * * * * guarantee mean? We have had considerable experience with silk to our sorrow and have decided to confine our silk business to one line as nearly as possible for we realize we can have a cleaner and more satisfactory stock and our advertising will give better results."

Good!

More than a thousand progressive merchants have arrived at the same conclusion and large numbers are doing so right along.

But that's not the point.

I want to explain the * * * * * guarantee and what it means to you as I did to this firm.

Read the enclosed copy - front and back.

It says to your customer: "In case your * * * * * Silk gives unsatisfactory wear return the garment with this coupon to the merchant from whom it was bought."

That means you because you are given the exclusive agency.

"The purchase price will be refunded on all * * * * * Silk that proves defective with reasonable and ordinary wear."

That's clear, isn't it?

Now let's explain it by an example:

Suppose one of your customers buys and has made up a dress pattern of * * * * * Silk which fades, cuts and goes wrong.

She should by all means return it to you with this coupon.

The York Silk Manufacturing Co.

MAKERS OF

MONEYBAK

Trade-Mark

PATENTED SELVAGE

SILKS

ADVERTISING
DEPARTMENT
YORK, PA.

SALESROOMS
83-85-87 GRAND ST.
NEW YORK

York, Pa.

SET IN CRAWFORD AND CRAWFORD TALIC
THE H. C. HANSEN TYPE FOUNDRY
BOSTON AND NEW YORK

-2-

If the claim is a reasonable one and the trouble is the fault of the silk, you are authorized to satisfy your customer's claims.

We will at once send you the amount in silk or cash that you think is due your customer.

We can depend on your fairness in this matter because it is to your interest as well as ours to prevent any unfair claims.

There are so few claims presented that we insist upon having all defective garments returned to us for examination.

In this way only can we tell why the silk went wrong and it enables us to prevent anything like it happening again.

Nine out of every ten claims which have been presented have been from the causes shown in the enclosed folder entitled "The Wrong Treatment of Silk."

For your as well as our own protection, we send you a number of these for distribution among purchasers of silk at your store.

You see the * * * * * guarantee is a preventative of silk troubles and not a money solace for them.

Your customers want silk that will wear and the guarantee we give with * * * * * is the way we show our confidence in its worth.

Your confidence will be just as great if you sell these silks and this guarantee is yours if you take the agency for your town.

When will it suit you to take it?

Yours truly,

YORK SILK MANUFACTURING COMPANY

MONEYBAK PATENTED **SILKS**
TRADE-MARK SELVAGE

York, Pennsylvania

DONI BOLO AND BOONNI BOLO ITALIC
TYPE FOUNDERS COMPANY

Dear Sir:-

A merchant in an Ohio town of 1,500 writes as follows:-

"I expect to mail you an order shortly for another piece of 34 inch * * * * * XX taffeta as I have sold about half of what I have and had a customer ask for it to-day. She saw the ad in our weekly paper and I sold her a waist. I predict that I will do a nice business on this silk and am pleased to hear that you will protect me as to the exclusive sale on all the * * * * * Silks."

Now I want to tell you how we protect you from competition on the * * * * * Silks.

In the first place each piece of * * * * * Silk is numbered on the wrapper and on the end of the piece like any other piece of silk.

Both these numbers can easily be removed.

For that reason we perfected a method which enables us to impress the number at intervals of a yard and a half on the selvage across the piece from the detachable selvage.

This number is not very noticeable and cannot be removed.

The fact that the retailers know that we can trace every piece effectually prevents any of them from reselling * * * * * Silks to other merchants.

In case any should do so, we can easily find who is responsible for the trouble and their source of supply is immediately cut off.

Thus you see we give you the exclusive agency for the * * * * * Silks, help you sell them and protect you from competition after the women of your vicinity become acquainted with them.

We'll do our part.

See the result of this co-operation.

Many merchants who have taken on the line since we began writing you have sent in re-orders for from one to nine pieces.

You can do just as well if you take a piece of the 27 inch * * * * * XX taffeta at \$1.05 or the 34 inch * * * * * XX taffeta at \$1.22½.

Yours truly,

ADDRESS REPLY TO THIS LETTER TO THE COMPANY AT YORK, PA.

THE YORK SILK MANUFACTURING COMPANY

MAKERS OF

MONEYBAK

Trade-Mark

PATENTED SELVAGE
SILKS

SALESROOMS

83-85-87 GRAND STREET
NEW YORK

MANUFACTORY
120-124 EASTERN AVENUE
YORK, PA.

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

YORK, PA.,

Dear Sir:-

When will you take the agency for the * * * * * Silks?

We'd like to get you started as soon as possible so that you will get more profit out of your silk sales.

You needn't take full pieces if you feel that you don't want such a large stock.

We'll cut half pieces if that will accommodate you.

Our idea is not to sell you a lot of silk and then let you get rid of it the best you can.

Not at all.

We know the wonderful possibilities in the * * * * * line and are willing to spend a considerable amount to enable you to get the silk started in your vicinity.

That's fair, isn't it?

Consider this matter carefully.

We are helping hundreds of merchants in small towns to increase their silk business and we can do the same for you.

For instance, of our agents, 35 are in towns under one thousand population; 78 in towns between one and two thousand; 106 in towns between two and three thousand; 131 in towns between three and four thousand, and 69 in towns between four and five thousand.

The small town merchants are doing as well proportionately with the * * * * * Silks as the large city retailers and we want you to get as much benefit from our co-operative efforts as they do.

Suppose you take the agency at once and let us send you a piece or say a half piece each of the 27 inch * * * * * XX taffeta at \$1.05 or the 34 inch * * * * * XY taffeta at \$1.10.

These amounts will enable you to prove to your satisfaction that it will pay you to work with us.

Yours truly,

Everwear Hosiery Company

ED. M. HANSON, President

Milwaukee, Wis., U. S. A.

IN CONDENSED FOSTER AND CONDENSED WEBB
AR BORDER NO. 2
ICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Many merchants tell us that * * * * * Guaranteed Hosiery is the most and best advertised line in their stock.

The best advertising is THE-WORD-OF-MOUTH-ADVERTISING which millions of * * * * * wearers do for us every day. We value most the fact that * * * * * is so well made that it makes good with the masses. You can trust their judgment every time. When they want something they got it and make it part of their requirements.

* * * * * Guaranteed Hosiery is THE HOSIERY OF THE PEOPLE.

Many customers have candidly told us that they would like to throw out every other make of hosiery, if we could supply them with a complete line of * * * * * Quality. We are now ready to do this.

We have just added the styles listed on the supplementary price list which we enclose. These with the styles on price list #5, will enable every merchant who desires to concentrate all of his hosiery business on * * * * *.

Within the past six months some two thousand merchants have bought their first bill of * * * * * Hosiery from us. This means that many new customers, and what is more remarkable, we have retained all of our old customers, and the majority of these have shown a considerable increase in their sales.

These are facts which can be figured in DOLLARS and Cents.

If you are open to conviction allow us to prove to you, how good * * * * * Hosiery will be for you in your store, by sending you a complete sample line, express charges prepaid, so that you can inspect and compare it with other hosiery you may have.

Just say on the order blank, send samples, express paid. We will be glad to do so.

Very truly yours,

Everwear Hosiery Company

MILWAUKEE, WIS., U. S. A.

SET IN CHELTENHAM INLINE AND CHELTENHAM OLOSTYLE CONDENSED
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

It is a noteworthy fact that at the recent meeting of the National Association of Hosiery and Underwear Manufacturers, they decided to curtail the production of most of their mills by 33 1/3%.

The * * * * * Hosiery Mills are increasing their capacity and sales by more than 50% as against the same period last year.

No doubt, you realize that after all, it is the consumer who makes your business, and the manufacturers and the merchants who can please the greatest number of consumers, are the ones who will enjoy the greatest prosperity.

When * * * * * Hosiery was first put on the market, not only the consumer but the merchants as well, were skeptical about the guarantee feature. Our ever increasing business is proof conclusive that guaranteed hosiery is what the consumers want.

The guaranteeing of hosiery as we do it has been a great benefit to every retailer in business, for those who do not carry the line, as well as for those who have it.

It has forced every hosiery manufacturer in business to give the consumer a better value than they had ever done before, though * * * * * is first in the field of Quality, Popularity and Sales.

We should like to interest you in our line, and, as previously offered, will gladly send a complete sample line, express charges prepaid, for your inspection.

* * * * * Hosiery, as an article in common and daily use, is a staple to-day, in a majority of stores.

We can make immediate deliveries on our GAUZE WEIGHTS in Cotton, Silk Lisle and Pure Thread Silk hose for men, also our best selling Light Weight numbers for women and children.

The reverse side of the enclosed order blank will give you a complete description of our entire line.

Yours very truly,

Everwear Hosiery Company

ed. M. Hanson, President
seph Zens, Vice President
ed. Braun, Secretary and Treasurer

Milwaukee, Wis. U. S. A.

IN THE TABARD SERIES TABARD BORDERS
ERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Chicago has given the retail business world a concise and convincing demonstration of the value there is in advertised brands.

The establishment of * * * * * has proved conclusively that the best lines of merchandise are advertised lines.

It might be mentioned right here that all advertised lines are not good merchandise.

To return to our subject--the * * * * * store is today the foremost of its kind anywhere, and though it features advertised lines exclusively, it is building a Napoleonic name for its founder. He has earned his prestige through * * * * * Service with Nationally Advertised Brands of Merchandise, brands which are in demand with the consumer.

Watch his progress with * * * * * Hosiery, which he has selected as the best for his customers.

Naturally we had to prove Merchandise Value, Consumers Demand and Value, with Intrinsic Value--before * * * * * Hosiery advertising appealed to his managers.

Watch his * * * * * Windows, his * * * * * Advertisements and his method of selling this Nationally Advertised Guaranteed Hosiery.

Very truly yours,

EVERWEAR HOSIERY CO.

MILWAUKEE, WIS., U. S. A.

SET IN COMSTOCK AND MITCHELL
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The word "Service" is the most abused in the entire Business Dictionary, because there are as many kinds of service as there are Mercantile Establishments..

The stores rendering the best service--pleasing the most customers--winning new ones and growing every year are those rendering Customer Service.

The greatest Service Stores--East, West, North and South sell * * * * * GUARANTEED HOSIERY.

Right down at the bottom of facts this is a mighty good reason why you should have it in your store.

No-----Not because we say so.

No-----Not because other stores have them.

Yes-----Because the best retailers have investigated and found the light of business reason burning in every box of * * * * *, a light shedding reason, understood and appreciated by the consumer.

We enclose a newspaper advertisement printed by the greatest Men's stores in the middle west.

The Holiday and Fall trade on * * * * * is big and heavy: do you want to consider it now, plan for it, and cash in on your plans? If so, the first thing to do is to let us pay the express charges on a line of samples. After that, let your judgment do the rest.

* * * * * HOSIERY IS ALL THAT THE NAME IMPLIES.

We advertise for you at our expense.

Yours very truly,

Everwear Hosiery Company

d M. Hanson, Pres.
Zens, Vice Pres.
d Braun, Sec'y and Treas.

MILWAUKEE, WIS.

IN CHELTENHAM WIDE GRAPHIC BORDER
RICAN TYPE FOUNDERS COMPANY

Dear Sir:-

* * * * * Dealers' increased their purchases from us by more than 50% since January 1st, as against the same months last year. This increase is not from the 900 new dealers added to our books since January 1st.

WHAT ARE YOU DOING TO INCREASE YOUR BUSINESS THIS SEASON?

Your best interests demand QUICK PROFITS, QUICK SELLING MERCHANDISE, and the kind which is sold with the least effort, and which, if possible, HELPS TO SELL ITSELF. This is plain business logic.

Consider how close we come to filling all of these requirements with * * * * * Hosiery--The American Standard of Guaranteed Hosiery.

"The Least Service the
"Consumer receives from
" * * * * * Guaranteed Hosiery,
"is the most he can possibly
"expect from other Kinds."

We want you to have the exclusive sale of * * * * * Hosiery in your city, for Men, Women and Children.

We pay the express charges on a line of our samples, if you will give us permission to forward them to you.

Our NEW GAUZE WEIGHTS are commanding the retail hosiery situation in every big, and in nearly all other shopping districts in the United States, Canada and Mexico.

We can and will increase your Sales and Profits, if you want our co-operation. We want yours.

Very truly yours,

THE STEIN-BLOCH COMPANY

THE WHOLESALE TAILORS



Rochester, N.Y.

SET IN MEMBERS OF THE LITHO FAMILY ITALIAN BAND
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

Look very carefully at the sheets and cards. They have been arranged to take the place of the old clothing "book-let." You will find two distinct styles of circulars--one, the illustrated letter heads, the other the illustrated post cards.

If you want us to send out for you this spring the LETTER HEADS, select the forms you wish and fill out the enclosed card. We shall send out to your mailing list the forms you specify, on the date you specify, IN ROTATION. This means that you can reach each name on your mailing list as many times this spring as you choose. WE SHALL FURNISH THESE FORM LETTERS FREE, ATTEND TO ALL THE DETAILS HERE WITHOUT CHARGE. All you are called upon to do is to furnish postage at the rate of 2 cents per envelope. FIRST CLASS MAIL MATTER IS ALWAYS OPENED. One-cent envelopes go into the waste basket.

If you prefer the POST CARDS, fill out the card, fix your mailing dates, and we will take care of the work here, you paying postage at the rate of 1 cent per card.

CORRECT YOUR MAILING LIST TO DATE. Dead-wood lists are money losers for you and for us. Unclaimed letters are dismal losses. ALSO PLEASE ESTIMATE YOUR MAILING LIST BEFORE FORWARDING.

This circularizing idea is a new one, and will be jumped at. Nobody who has seen it so far has failed to see the novel appeal it makes to any man who is wondering about his spring clothes and where to get them. SEND IN YOUR RESERVATION AND YOUR MAILING LIST AS SOON AS YOU CAN. The orders are filling up fast.

Yours truly,

The Stein-Bloch Company

Our Label Marks the Smartest
Ready-to-Wear Clothes

Rochester, N. Y.

IN CLOISTER BLACK ART BORDER
THE PRINTING CO., BOSTON, MASS.

Dear Sir:-

This is the Standard sack suit for this season.

The * * * * * Standard.

Particularly got up for the 'all 'round busy man who has to look well all the time, and a good many times hasn't the time to pass with the made-to-order tailor and his try-ons. The matter of price is a telling one, too.

The style this season demands snugness in the suits. We obtain this, but **KEEP THE CLOTHES COMFORTABLE**. The shoulders are narrow tread, but they fit. You look active, energetic and trim in a suit like the Standard.

Our fabrics are guaranteed tested all wool and are innumerable in texture, shade and pattern. Grays, blues, browns, half-shades and mixtures of all kinds are equally right, and serges and worsteds are racing neck-and-neck with tweeds and homespun in popular favor.

Try on this * * * * * suit at your clothiers. This is the address, and you will get every attention. Take this letter with you.

(Space for your store name and address.)

Go to-day. Perhaps you will like some other one of our models better than this Standard. They all carry our label, like the one at the top of this letter. **IT GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.**

Yours truly,

The Stein-Bloch Company

LEADING WHOLESALE TAILORS

SET IN CASLON TEXT AND BLAIR LINEAR BORDER NO. 2
POOLE PRINTING CO., BOSTON, MASS.

Rochester, N. Y.

Dear Sir:-

This is a * * * * * summer style that we call the Park.

The shoulders are narrow tread, the coat is snug, and the lapels are long and roll with a good deal of grace and style. We have a smaller coat--snugger, we mean--but none better adapted to the service of the professional or business man than this Park sack.

Comfort is particularly a feature of the Park. It looks stylish in its snugness, but it FITS lightly, as summer clothes should. The fabrics are all wool guaranteed and tested, and are light, airy and so numerous in pattern and shade that any taste can be gratified. The saving in price is an important feature, too.

Go to your clothier's and have a try-on. You can find there many other * * * * * models for this season. All of them carry our label, like the one at the top of this letter. This GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

The store address is

(Space for your store name and address)

Try on to-day. Take this letter with you.

Yours very truly,



THE STEIN-BLOCH CO. WHOLESALE TAILORS

Stein-Bloch Smart Clothes

ROCHESTER, NEW YORK

ELLA ROBBIA MONOTONE BORDER
PRINTING CO., BOSTON, MASS.

Dear Sir:-

This is a young man's suit. Men who feel young can wear it, too, but the YOUNG MAN is its natural owner.

We call it the * * * * * Seneca.

There are three or four other young men's styles that we make, and this one is a fine sample of our energies in the direction of satisfying the YOUNG MEN in their clothes ambitions.

This suit is not decorated like a uniform. It is not, however, a grandfather's suit. But it is planned for the clean-cut, self-respecting, hustling young fellows who are going to make to-morrow in this country. The saving in price will interest you, too.

Try on one of our suits at the clothier's. There are several other good styles, as we have said. The store address is:

(Space for your store name and address)

The important fact about these clothes is that they are * * * * *. All of them carry our label, like the one at the top of this letter. It GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

Try on to-day, and take this letter with you.

Yours truly,

THE STEIN-BLOCH CO.

WHOLESALE TAILORS

STEIN-BLOCH
SMART CLOTHES

ROCHESTER, N. Y.

SET IN ENGRAVERS SHADED LINEAR BORDER NO. 2
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

This is an extra light * * * * * suit for hot weather wear.

It consists only of coat and trousers, and the coat is scarcely lined at all. The trousers are looped for best wear. You hardly feel the suit, so cool and airy is the fabric.

The tailoring is just as carefully done, however, as in our three piece suits, and the suit will fit you with much style and good looks. You can wear it anywhere. For business, for leisure, vacation, or sport, it is a friendly and companionable suit. You will learn to like it, just as you like a good friend. One reason for this is its comfort. The price will influence you, too.

You can be fitted in this suit, no matter what your girth may be. Ask to have it tried on by our dealer. Take this letter with you to show him. The store address is as follows:

(This space for your store address.)

Go to-day.

Yours very truly,

P.S. This two piece cool suit comes in a variety of fabrics and shades, from blue serge to homespun. All of them bear our label, like the one at the head of this letter. This LABEL GUARANTEES YOU THE BEST AND ALSO PERFECT SATISFACTION.

The Stein-Bloch Company

Wholesale Tailors

Rochester, N.Y.

Dear Sir:-

This style of * * * * * summer sack suit is called the Saxon.

It is frankly rather an extreme style, and is small and slender, and narrow tread in the shoulders. If we were not thoroughly American, we should call this suit somewhat English. But it is STYLISH, and you will see scores of these suits worn by the style dictators in every notable city.

This may be exactly the suit for you. We hope it is and we think you will be making no mistake in trying it on. The price will interest you. Go to our agent in your town and get a try-on TO-DAY. You can find half a dozen other * * * * * models to choose from. Take this letter with you. The address is:

(Space for your store imprint.)

The main thing about this suit is that it is a * * * *. All clothes made by us carry the label like the one at the head of this letter. IT GUARANTEES YOU THE BEST, AND ALSO PERFECT SATISFACTION.

Yours truly,

Baird North Company

Gold and Silversmiths

Providence, R. I.



SET IN CASLON TEXT COLLINS FLORET
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Your request for our new catalog has just come to my desk--I will have the book mailed to you to-day. I am glad you have asked for this catalog because we want your business, and because we can offer you an opportunity to save one-third on every purchase you make Direct from our Workshop. You can buy as much for \$2 as the retailer can give you for \$3.

Before you refer to the pictures and prices I wish you would read the testimonials on the inside of the back cover, also read what we say on the first page. The first page will tell you exactly how we do business and how we absolutely protect you. Then turn to the pages where the goods are pictured, and I'm sure you will find many things that will interest you--many things that will make delightful gifts for your friends.

First of all I want you to feel that we are determined to please and to satisfy you--we absolutely guarantee satisfaction to every person who sends us an order. This purpose has been thoroughly instilled into every employee, and if you experience the slightest disappointment in your dealings with us, I want you to write me personally and promptly. It is the policy of * * * * * that not one person shall have cause for complaint, and I make it my especial business to see that no cause exists.

We want your patronage and that of your friends, not only now but for years to come, and if you will send us a trial order I promise that we shall strive to please you so fully that you will become a regular customer and loyal friend. Again, when you receive the goods if you are not perfectly satisfied, return the package, and I will see that the full amount of your remittance is returned to you.

You will find instructions for ordering on the inside of the front cover; you will find order blanks in the back of the book, and an addressed envelope and ring size card with this letter.

Yours very truly,



Baird North Company

Gold and Silversmiths

Providence, R. I.

Dear Sir:-

Your request came about three weeks ago, and I immediately wrote you a letter and had our catalog sent to you. As we haven't heard from you, I am wondering if the book went astray. If you did not get it please write me. I want you to have the catalog because I know that you will be interested in it, and because you will find it a source of great convenience and economy.

If you inquire among your friends you are pretty sure to find some one who has bought direct from the * * * * * and they will tell you that our goods are of excellent quality--that we take infinite pains to please our customers--that we deliver free and guarantee safe arrival of goods--that we refund money if any purchaser is not satisfied, and all this at prices one-third lower than you would pay locally.

If you will make up a little trial order to-day--right now--you will be surprised when you see how easy and how convenient it is to buy from us. It's really a pleasant experience to buy from * * * * *. You make a list by numbers of the pieces you want; you enclose a remittance for the total amount, and your part of the work is completed--one list of goods, one remittance and your shopping is done, and our money-back plan insures you complete satisfaction.

You will find many advantages in buying from the * * * * * catalog. The book affords you a much larger selection of jewelry and silverware than you will find even in the large city stores; you can buy in one hour from our catalog what it would take you at least a half day to buy in the crowded stores. You will average to save 33¢ on every dollar's worth that you buy from us, and then there's the assurance that your money will be promptly returned if you are not satisfied with a purchase.

Send us a trial order--to compare the articles and the prices with those of your local jeweler, and if you are not satisfied that you are getting better goods at lower prices, send the package back and we will see that your money is promptly returned to you. Please bear in mind that the list price in the catalog covers the entire cost to you.

Yours very truly,

THE WALDRON PIANO COMPANY

MAKERS OF THE

WALDRON

High Grade Pianos and Piano Players

FURNITURE EXHIBITION BUILDING

1411 MICHIGAN AVENUE, CHICAGO

SET IN LITHO ROMAN, LITHO BOLD AND BLAIR
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Your request for the * * * * * PIANO BOOK has been received, and we are pleased to mail you one under separate cover. When you receive this book, we kindly ask that you carefully read it from beginning to end. By so doing, you will thoroughly understand our method of doing business.

THE QUALITY OF OUR PIANOS is of the very highest character. It has been highly commended by the world's most renowned of musical artists. It is a piano that will grace any parlor. Thousands of them have been sold to the best families in the United States, and they have carried gladness and happiness, in the form of music, to the homes wherever they have gone.

We ask you to compare the * * * * * with any other piano. Have your friends see it and play on it. If it does not come up to your expectations in every respect, if you are not thoroughly convinced that you have saved one-half of your piano money by availing yourself of our whole-sale manufacturing price, we do not want you to keep the piano. You may return it and we will pay all expenses. You are not under the least obligation to buy when you accept our THIRTY-DAY-FREE-TRIAL-OFFER. We want you to first feel sure that the * * * * * Piano is an instrument of the highest artistic quality and that it is all and more than we claim for it.

We are absolutely responsible, and do exactly as we promise. In proof of our assertion, we refer you to letters from two of the largest banks in Chicago, printed on page twelve of our catalogue.



The Waldron Piano Co.



MAKERS OF THE

WALDRON

HIGH GRADE PIANOS
AND PIANO PLAYERS

FURNITURE EXHIBITION BUILDING

SET IN WEDDING TEXT AND LIGHT COPPERPLATE GOTHIC EXTENDED
VERSATILE ORNAMENT MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

1411 MICHIGAN AVENUE

CHICAGO

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Our terms are the most liberal ever made upon a piano of conceded artistic superiority. For many years the * * * piano, like all other high grade instruments, was sold through jobbers, dealers and agents who always made large profits on each piano they sold. But now we no longer do business with these middlemen. We come to you direct and absolutely save you the profits that formerly went into the dealers' pockets. Thus our pianos are now sold DIRECT FROM OUR FACTORY TO YOUR HOME and at a price just covering the cost of material and workmanship to which is added our one small profit.

When the piano is placed in your home, you are privileged to test it for thirty days before you are asked to decide to keep it. If you select style 1 at \$197.00 the terms are \$5.00 per month; on style 2 at \$209.00, the terms are \$7.00 per month; on style 3 at \$246.00, the terms are \$10.00 per month. Should you select the * * * * * Self-Playing Piano at \$378.00, the terms are \$25.00 per month. WE DO NOT CHARGE INTEREST, AND there are no extras of any kind for which we ask you to pay.

Many a home is without a piano simply because the retail dealer charges too much for a high-grade instrument like the * * * * * but our plan of selling DIRECT FROM THE FACTORY TO THE HOME, puts the artistic * * * * * Piano within reach of all. Here is your opportunity of purchasing a piano that carries with it a reputation for elegance and durability, an instrument that has stood the test for many years and is backed by a bond and guarantee for ten years.

THE WALDRON PIANO COMPANY



MAKERS OF THE

WALDRON

HIGH GRADE PIANOS
AND PIANO PLAYERS

SET IN CLOISTER TITLE AND CLOISTER OLDSTYLE ITALIC
CLOISTER ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

FURNITURE EXHIBITION BUILDING

1411 Michigan Avenue, Chicago

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By means of our catalog, you can select the piano you want just as though the pianos were actually before you, for the illustrations are colored photographs, and the exact reproductions of the pianos themselves.

There will be no agents and collectors to bother you. If you purchase the piano after a month's free trial, you may simply remit us the payments by mail each month until the very low price is completely paid. YOU WILL HAVE NO INTEREST TO PAY. Other firms do charge interest on time payments, and this increases the cost of a piano from \$30.00 to \$50.00, depending upon the price and the length of time required in which to pay for it.

Fill out one of the order blanks sent with our piano book, send it to us, and we will ship you any piano you may select on thirty days' free trial right in your own home. It will cost you NOTHING FOR EXAMINATION.

If you are in a position to send CASH WITH ORDER, we will allow you the benefit of our \$15.00 reduction. By sending the full amount you need not consider the sale as binding until the expiration of thirty days, at which time, if you are not delighted with the piano, you may return it, and we will send you a check for the money you have sent us, and we will pay the freight charges both ways.

Thanking you very kindly for your inquiry, hoping we may have the pleasure of hearing from you by return mail with your order, and assuring you that same will receive our most careful and prompt attention, we remain,

Very sincerely yours,



THE WALDRON PIANO COMPANY

MAKERS
OF THE

Waldron

HIGH GRADE PIANOS AND PIANO PLAYERS

1411 MICHIGAN AVENUE
CHICAGO

SET IN THE DREW SERIES FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

It occurs more often than one would suppose that the * * * * * catalogue we mail, fails to reach the person to whom it is addressed. It is a catalogue of beautiful art exterior and a volume most attractive and interesting as applied to the subject of pianos.

Having received no response, we fear the catalogue addressed you has not reached its intended destination.

That you may not think us negligent, we write to inform you that we can forward another if the first was not received.

In this catalogue we have endeavored to state facts concerning pianos, their construction, tone qualities, price and terms of payment. We have done this so plainly, it would seem as though it should satisfy the most critical musician as to piano quality and the most careful and shrewd purchasers as to price and terms of payment.

From your former letter, we presume you had the piano subject well in mind. If so, we wish you would advise whether or not you received our catalogue. If you did not receive it, then we shall be glad to mail another. You may then look it over and make selection of the style of piano most pleasing to you, sending us your order, using the enclosed order blank. All we ask is that you give us the privilege of shipping to you, free of all expense, a piano that will be the exact counterpart of the one you may have chosen.

Do not hesitate, fearing a risk in so doing, or that we may entangle you in some way. It is to allay just such impression or suspicion, we begin, as it were, strangers, that we publish on Page 12 of the * * * * * catalogue bank letters, showing both our character as men, and our responsibility as to finance.

If our catalogue reached you, please read the bank

THE WALDRON PIANO COMPANY

EDWARD B. WALDRON, President JAMES FRANKLIN LACKEY, Vice President T. S. QUIRK, Secretary and Treasurer

MAKERS OF THE

WALDRON

HIGH GRADE PIANOS

1411 Michigan Avenue, CHICAGO, ILL.

SET IN THE PACKARD SERIES FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

-2-

letters. We can "read our title clear" in the school of piano manufacturing. We were established in 1842. The * * * * * Piano Manufacturing Company, now in the second and third generations, born and reared in the piano world, always and ever Piano men.

Surely those Columbian World's Fair Awards alone (see catalogue Pages 14 and 15) are proof of the value of experience, for, in this case, it produced a piano that met the World's competition, and won a triumphant victory. The "high tone" of this award proves the "grand tone" of the * * * * * Piano.

We are worthy of your confidence. There is positively no risk, no responsibility, no expense on your part. All we ask is that you unbox the piano when it is received. Give it a place in your home for thirty days. Become familiar with it. See its fine workmanship, the beautiful case; and, most important of all, hear its superb tone.

We believe that this piano may make itself so agreeable and so pleasant in its tone quality, that you will give it a permanent home. However, if it fails to meet this expectation and our hope, then notify us, and it will be removed at once. Is this a fair proposition for you? We believe you will agree with us that it is.

We should be pleased to hear from you, and should gladly answer any and all questions you might ask.

Yours very truly,

Note: After reading the * * * * * catalogue, we trust you may feel that we are as worthy of your confidence and can as safely trust us in the matter of a piano selection as we are willing to trust you when we offer to ship you a piano on 30 days' trial, free of all expense and responsibility to you; in addition, to sell it on liberal terms extending through two or three years.

THE DENVER POST

PUBLISHED EVERY DAY IN THE YEAR
AFTERNOONS AND SUNDAY MORNINGS

SET IN MASTODON AND STRATFORD O. S.
THE H. C. HANSEN TYPE FOUNDRY
BOSTON AND NEW YORK

Dear Sir:-

Water and whiskey have each been commended as infallible recipes for attaining old age. The evidence herein is not conclusive as to either.

While Sidney Powers was in town last week he looked up his boyhood friend, sufficiently designated, outside the assessment rolls and the City Directory, as Old Soak. To him he recounted bits of news in a recent letter from their old Youngstown home.

"And Uncle Billy Updegraffs is dead," sippingly sobbed Sidney.

Old Soak in liquid and vocal bubbles wigwagged: "Hic-er-how ole was Unc. Billy?"

"One hundred and three-- drank nothing but water all his life," was the answer and comment.

Old Soak shuddered, mournfully shook his head and said: "It'll get the best of them--sooner or later."

Tom Dolan offers other evidence. Tom is himself seventy years old and still active as head porter in one of Colorado's big hotels. One day a letter he was slowly reading, seemed to trouble him. Finally a friend ventured to express sympathy. Whereupon Tom explained that he had just read of the death of his father, in Ireland, two weeks before.

"How old was your father?" asked the friend.

"One hundred and six years," said Tom.

The next question was: "What seemed to be the matter with the old gentleman?"

The Denver Post

"So the People May Know"



Denver, Colo.

SET IN ENGRAVERS OLD ENGLISH BOLD, RECUT CASLON
AND RECUT CASLON ITALIC MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

-2-

Tom took a step nearer, dropped his voice to a confidential tone, and replied: "To tell you the truth, I think he killed himself drinking whiskey."

But, be this as it may, if your business life is to be long, there is not the same doubt--or any doubt respecting the necessity for or the efficacy of intelligent, persistent, truthful newspaper advertising.

The * * * * * is a newspaper. It is the best newspaper we now know how to make. It will be better still tomorrow, next week and next year.

It has a following solely on account of this "best" quality and not because we give some item of junk or junket, for, verily, we do not. This following is large--a paid subscriber for every tenth man, woman and child in the state, every sixth person, young and old, in the City of Denver on Sundays and on weekdays for the entire year 1910--an average of 62,000 copies.

The * * * * * is on most friendly and intimate terms with all its subscribers because it first, last, early, often and all the time gives the news, written and edited by the best men and women, ample capital and a most generous income can procure.

The * * * * * therefore, is the one advertising medium in all its field which can most convincingly and least expensively carry your advertising message.

Very respectfully,

PUBLISHED EVERY DAY IN THE YEAR

"SO THE PEOPLE WILL KNOW"

The Denver Post

THE OFFICIAL ORGAN OF THE PEOPLE

THE WANT AD. MEDIUM OF THE WEST

SET IN NEW CASLON NEW CASLON ITALIC ENGRAVERS OLD ENGLISH BOLD
BOSTON BRETON CAST SQUARES
AMERICAN TYPE FOUNDERS COMPANY

Denver, Colorado

Dear Sir-:

Cattle stealing was, before Wyoming, or any other section of the one time rough, red and still ready West, had appeared on any map.

It had received attention from criminal codes in England before the United States was in its teens.

Some of its followers made brilliant copy for Sir Walter Scott, one of his most picturesque "rustlers" dividing the spoil by this simple formula:

"The haunch for me-
The hide for thee-
And the horns and hoofs
For the keeper's fee."

We have been told--mind you, we do not say of our own knowledge--that in other cities and in that past somewhat vaguely fixed as "the good old times," there were daily newspaper publishers, who, from necessity or to get something for nothing, did a bit of advertising "rustling" themselves, with scarcely so much consideration for the advertiser as the "horns and hoofs" of results afford.

The * * * * * has been published for almost sixteen years, under its present ownership.

It has solicited, sold and printed advertising with the utmost consideration for the man who pays the bills and always on the theory that the paymaster has the right to know exactly what he is buying.

The * * * * * has always marked its advertising qualities in plain figures. There was nothing puzzling about these circulation marks. The newest solicitor could read them at sight. They were never given as confidential. They always stated the plain truth. They convinced.

We still say, as we have often said before, that it is the circulation we say we have--distributed as we say it is--or no pay for the advertising thus influenced to our columns.

The details of the distribution for March are printed within. An examination will interest you.

Very respectfully,

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

PUBLISHED EVERY DAY IN THE YEAR
THE OFFICIAL PAPER OF THE PEOPLE
THE WANT AD. MEDIUM OF THE WEST

Dictated

DENVER, COLO.

SET IN CLEARFACE GOTHIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Speaking of legs brings to mind the wooden substitute worn by Silas Wegg.

That worthy accorded one merit to this artificial member, not possessed by the one which nature furnished, and that was that it did not have to be kept warm.

Old Silas realized most likely that this quality in itself did not get him anywhere. At any rate he was never known to advocate the use of a wooden leg as an aid in making pedestrian records nor did he ever affirm that he could get around among his friends as freely with this handicap as he could without.

The * * * * * has its full complement of helpful legs.

There are no wooden ones among them.

In the slang of the street they "go some."

They go quickly, frequently, constantly and arrive.

Last year on week days only so many legs were required. This year more were needed and obtained.

On Sundays in 1910 so many were enough--a number insufficient on Sundays in May 1911.

The best men and women in * * * * * and the entire Rocky Mountain West welcome and read The * * * * *. They do this because it is the best daily newspaper in this field and among the biggest of the really big papers in the entire United States.

Of the detailed statement of circulation printed herein we ask your careful consideration. It is a truthful statement. It is true as a whole. It is true as to details. It is precisely what we say it is or no pay whatever for the advertising offered because of these representations.

The advertisements printed by The * * * * * add other evidence of leadership. The volume of this business over the next * * * * * daily is on an average about 30 columns per issue or 200 columns per week.

Respectfully,



The DENVER POST



PUBLISHED EVERY DAY IN THE YEAR "SO THE PEOPLE MAY KNOW"

he Official Paper of the People

DENVER, COLO.

IN MEMBERS OF THE CHELTENHAM FAMILY
SHA ORNAMENTS INLAND BORDER
ERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The top is not a comfortable place. It is not even enviable or greatly to be desired.

"Uneasy rests the head that wears a crown," was the way Louis XIV. saw it.

Madame Patterson Bonaparte knew when she was well off as expressed in her: "Not the throne, but very near the throne."

The top is a goal attained, which at best can be no more than humanly finite.

Again, it is the ripened grain on the stalk--a harvest time--the beginning, too, of decay.

General Taylor, of the Boston Globe, once said to his fellow publishers: "From the top all roads lead down."

The * * * * * has never, in its own consciousness, reached the top. More than this, it has never fixed or defined this position. It never hopes to reach it--will take precious good care that it does not.

The * * * * * --and this is an entirely different matter--is a leader among the daily newspapers of North America--THE leader in the Rocky Mountain West.

It proposes to thus continue to lead. And it will lead because it will live--because it will ever be a better newspaper--because it will always have something useful to do for an army of men and women who are ever growing and ever advancing their ideals.

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

THE OFFICIAL PAPER OF THE PEOPLE

THE WANT AD. MEDIUM OF THE WEST

PUBLISHED EVERY DAY IN THE YEAR

DENVER, COLO.

SET IN TYPE GOTHIC
AMERICAN TYPE FOUNDERS COMPANY

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The evidence of the continued growth and the leadership of The * * * * * is shown in its circulation--something like 3,000 copies more per day, at this time, than it was a year ago.

The volume of its advertising is additional proof of the leadership of The * * * * *. For the eleven months ending November 30th, it printed:

Local Display Advertising...	13,156.0 columns
Foreign Display Advertising.	3,898.5 columns
Classified Advertising.....	10,055.4 columns
Total Advertising.....	27,109.9 columns

The * * * * * has a gain over the corresponding period in 1910 of 692.0 columns of display advertising alone. The next * * * * * daily has a loss in display advertising from * * * * * merchants alone of 1,938.0 columns.

The * * * * * leads this next local paper in total advertising for eleven months of this year just 10,991.0 columns. The difference in favor of The * * * * * at this time last year was 7,433.0 columns.

The * * * * * has printed this year 536,684 separate Want Ads. The next paper has printed 252,118 Want Ads.

All of which ought to be convincing evidence that you may advertise successfully in this paper.

Wishing you the compliments of the season, we are,

Cordially,

THE OFFICIAL ORGAN OF THE PEOPLE

"SO THE PEOPLE MAY KNOW"

THE DENVER POST

The Want Ad. Medium
of the West

Published Every Day
of the Year



Denver, Colo.

Dear Sir:-

Billy Root--this was in '73--the year Congress went to sleep and enacted its infamous argent crime--and his pardner entrained a herd of burros down to * * * * * one hot August day, intent on buying supplies for their mines.

Late in the afternoon they finished work. The next dawn, when they would start home, was hours away. Therefore they sought divertisement. Some hospitable publican gave their inclination a liquid turn. This impressed them so favorably that, for the entire long session that followed, they refused all else but Peoria products.

At sun-up, however, they were across the Platte, sadly, thirstily toiling over the long, waterless divide to Clear Creek. The burro pack train relentlessly enforced the speed limit. The sun, the dust and their thirst--but cut that. At last the creek--its name fitted it then--was in sight. They covered the last quarter of a mile on the run, leaving their cargo to its own devices. Throwing themselves prone on their breasts, they drank--and drank some more. After a final draught, Billy sat up and satisfyingly sighed this tribute: "If I had known this stuff was so good, I'd have drank some last night."

Now, you have advertising intentions--more likely, are actually spending real money for advertising space.

You should know--probably do know--that in the name of

**The Denver
Post**

15 Cents a Week
Including
Sunday
Delivered Anywhere
on Earth

The Denver Post

Published Every Day in the Year
Afternoons and Sunday
Mornings

**The Official
Paper**

of the People. The
Want Ad.
Medium of the
West

SET IN ENGRAVERS OLD ENGLISH
AMERICAN TYPE FOUNDERS COMPANY

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advertising much substance is wasted--many disappointments lurk. Your business story is in this program--that directory--or guide book--or hanger--or announcement--all so many plain or mixed or fancy drinks, to be indulged sparingly or as your purse warrants and then charged to charity or experience or that good old account, Expense, or any other you like, but never to Advertising Investments.

Newspapers of character are tried and well approved advertising media.

The * * * * * is such a newspaper, plus. It is the best advertising medium between the Great Lakes and the Pacific. It has the favorable endorsement of more advertisers in all that range than any other daily paper. In the city of * * * * * The * * * * * was preferred to any other local paper last year, in total advertising, by a majority of 8609 COLUMNS. The * * * * * received 70 per cent more money for every one of these columns than the next * * * * * paper, per column.

How big the circulation of The * * * * * is and where its paid subscribers are, is told within.

Write this circulation in your advertising contract, which we anticipate at your early convenience.

Respectfully,

The Pelton Publishing Company

Standard textbook and correspondence instruction in Business Psychology

The Power-Books

Which show men how to get maximum power and efficiency from their brains



SET IN CONDENSED MACFARLAND MACFARLAND ITALIC
MACFARLAND BULFINCH ATTRACTOR TWELVE POINT BORDER NO. 207
AMERICAN TYPE FOUNDERS COMPANY

General Offices: WILCOX BLOCK

Meriden, Conn.

Dear Sir:-

"I say in all earnestness that the value of ' * * * * * ' is by far greater than a \$1,000 bank account placed to my credit. It is the one best investment of my life." So writes Mr. * * * * *

The greatest game in the world is the game of BRAINS. The best Minds win the biggest prizes (dollars). * * * * * explains subtle ways for short-cutting to brainy ability--to a masterfully developed money-making Mind. While thousands of "average men" are tediously waiting out the years to be admitted through the world-old "experience and guesswork entrance," this remarkable guidebook will show you a private side entrance through which you will immediately step into the midst of the game--a skillful player.

* * * * * literally brushes aside all former attempts to mould a man's mind so that he possesses that something which makes things come his way. It is a system which defies description. It explains the laws and rules--the straight, short way to ability and success. If you don't know these laws, you can't use them; and if you don't use them--it is impossible to win out above the common plodders. Now--if you don't learn these methods from this all-encompassing volume--WHERE ARE YOU GOING TO LEARN THEM FROM?

Will you send for your * * * * * TO-DAY, and realize AT ONCE the surprising advantages enjoyed by those who have the book? Read the commendations from pleased owners--from a few people who thought it wise to spend just a little, rather than to jeopardize their futures by missing this masterpiece. Why should they have this great dollar-attracting magnet any more than you?

I know you will ORDER AT ONCE, because * * * * * backed up all my claims--you found it a grand good investment. This new book on financial success multiplies that by about 100.

Sign and mail the order RIGHT NOW; quick action counts. You know I sell all of these valuable study systems on the plan of: "Your money back if you want it."

Yours truly,



THE PELTON PUBLISHING CO.

GENERAL OFFICES: WILCOX BLOCK

MERIDEN, CONN.

SET IN COPPERPLATE ROMAN
THE H. C. HANSEN TYPE FOUNDRY
BOSTON AND NEW YORK

Dear Sir:-

If I could open an office in your town to-day and display the pages of that powerful system "*****" tomorrow your business associates, and every financial success seeker in the vicinity would be at the doors clamoring to buy the volume. You'd be there too.

"*****" will increase your executive ability; it will enlarge your capacity for being a leader, instead of a follower. Its hundreds of wonderful pages produce a rare power for solving the thousand-sided problem of BIG SUCCESS in any business, trade or profession. The accompanying circular indicates what a monumental work this is; it shows the almost unbelievable range of instructions. When you examine the book you'll find it contains even more than here listed.

No wonder Mr. "*****", Manager of the "*****" Co. at "*****", writes: "It should be put into a correspondence course and sold at \$30." No wonder Mr. "*****" of "*****" Bros. Co. of "*****", Wash., writes: "It is so superlatively splendid that I find the task of trying to describe it a bit too great." Business men of America are surprised at the mental resources they reach through its pages.

I have only 160 copies of the first edition left. (A remarkable record is the fact that out of the 840 copies already sold, only one has been returned for refund.) You should send for your copy at once. You may have urgent uses for your money; you may be "short" (oh, this ever-present "shortness" which we all experience); you may raise a dozen objections to IMMEDIATE ACTION, but - you'd quickly brush the whole flock into oblivion ONCE THE BIG BOOK WAS IN YOUR POSSESSION.

If I could write the magic words that would induce you to send for this elaborate system, it would be worth about \$1 to me; to you it would be worth \$1,000 plus.

"*****" is far more than a business manual - it is one of the greatest works that modern times has developed on practical psychology and success-power. Sign and mail the enclosed order form. Your money back, if you'll return the book.

Yours for real business power,

THE PELTON PUBLISHING COMPANY

The Power = Books



Which show men how to get maximum power and efficiency from their brains. Standard textbook and correspondence instruction in Business Psychology.

General Offices: WILCOX BLOCK

MERIDEN, CONN.

SET IN CLOISTER BLACK AND BOOKMAN OLDSTYLE
BOOKMAN ORNAMENT HAPGOOD FLORETS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The big A. A. C. Boston convention is over:- you're back at your desk, with your mind set upon making the coming fall and winter business "the best ever."

Above all the echoes of that wonderful gathering of advertising intellects you want to hear the practical note - the actual bring-in-the-dollar benefit. To me, nothing stands out quite so strong as the statement made Tuesday afternoon by Herbert Houston, when he said, in effect: "We must have education in our advertising art; our whole advance to greater success is to be made through a better understanding of the power of mind."

Right he was. The knowledge of our own mental powers, and other people's; how best to develop, direct and dominate minds - therein hides the secret of more success in advertising - or any other branch of human advancement.

For this reason you will be mighty glad to read the message which I now send, introducing those wonderful study-systems on the Mind - the world-famous * * * * * BOOKS which were formulated after years of careful study and painstaking research by the philosopher-scientist * * * * *. And the happy side of this is the fact - that in the advertising world the very leaders themselves own these books and praise them highly.

THE PELTON



PUBLISHING CO.

SET IN PACKARD
VERSATILE ORNAMENT MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

GENERAL OFFICES: WILCOX BLOCK
MERIDEN, CONN.

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When such men as E. St. Elmo Lewis, Chas. W. Mears of Winton Motor Car Co., Thos. E. Dockrell - that titanic whirlwind of advertising mentality of New York City - Geo. Batten, and others of nationally known ability - send for these volumes, study them, pay their good dollars for them -- and even go so far as to write commendations - then no man holding a responsible advertising position will "wonder if they're good." That's a foregone conclusion.

So, to-day I am sending you a folder describing the "*****" and "*****" - and the opportunity is yours to own the books. They will increase your executive ability, give you a remarkably creative mind, develop management of men, increase brainy efficiency, enable you to successfully swing daring deals and add an aggressive originality to all your business operations.

You know the expense of "follow-up"; why not say "yes" right now, sign the order form, and let the books come to you for five days' critical examination. Then decide which you need the most - the few dollars or the 1,000 pages of entirely new, dollar-winning, leadership-insuring, boost-you-ahead knowledge.

Yours for Advertising Power,



The Pelton Publishing Company

General Offices: Wilcox Block
Meriden, Conn.

SET IN CLOISTER BLACK
BULFINCH BORDER PANEL BORDER
AMERICAN TYPE FOUNDERS COMPANY

(This "form letter" means more to you than any "personally conducted" you ever read.)

Dear Sir:-

All day long--from the minute your mind takes the trail early in the morning, until you quit the game late at night --you're figuring on ways to sell more goods, to win more trade, to possess more executive ability, to be a BIGGER BUSINESS BUILDER.

This is the one great heart and soul aim of which you are ever conscious--the mastery of your business, the rising to supremacy in your line, and the steady year-in and year-out increase of financial income. You'd willingly spend a few minutes to learn new ways of directing and developing your mental energies so as to eliminate waste motion--and make every move count for 100% PROGRESS.

Did you ever stop to think that the average man's brain wastes more energy than the worst old rattle-box machine that ever squandered good steam? It's the knowing how to apply your brain-powers--how to think, how to reason, how to conserve mental energy, how to concentrate, how to put your mind away up into the forceful, highly creative plane, that alone can make you a leader in your profession.

There's only one thing in the world that will ever make a dollar for you--that's the fifty or sixty odd ounces of gray matter in your head. There's only one way by which you can make two dollars for every one you're making now. That "only way" is by applying certain laws for getting more and better "thinks" from this mysterious substance--Brain.

A brilliant scientist, who is also a practical business

THE POWER-BOOKS WHICH SHOW MEN HOW TO GET MAXIMUM POWER AND EFFICIENCY FROM THEIR BRAINS

The Pelton Publishing Company

THE POWER-BOOKS



SET IN CASLON OLDSTYLE SCHUL ORNAMENTS
POOLE PRINTING COMPANY

Meriden, Conn.

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man, has told what these laws are and how to apply them to your own business. He has put the remarkable results of twenty years research in the realm of mental power multiplied, into two great volumes of instruction--and allowed the business and professional men of America to have the advantage of this powerful knowledge.

It is * * * * * to whom we are all indebted for these wonderful guidebooks--the " * * * * *" and " * * * * * ."

These books have been seized upon by nationally known commercial chiefs, who are studying them--using them profitably--and giving glowing commendations to the genius of the author.

By devoting ten or fifteen minutes daily to their inspiring pages, you will acquire new viewpoints and methods for the use of Financial Power, you will increase your ability as an Executive, you will develop Brainy Ways of winning in business affairs, and build a Creative Intellect which will surprise you.

When you read the enclosed commendations from some of the high masters of advertising and business-building, and see the long lists of brainy men of wide reputation who have purchased these powerful books--then you'll know there must be something of an unusual nature revealed by their 1000 pages.

ACCEPT THIS LIBERAL OFFER AT ONCE! READ THESE BOOKS
"ON ME."

Just to prove the unlimited value of these books, and to make it clear to you that I am not dealing in afraid-to-

The Power-Books

THE PELTON PUBLISHING COMPANY

THE POWER-BOOKS—STANDARD TEXTBOOK
AND CORRESPONDENCE INSTRUCTION IN
BUSINESS PSYCHOLOGY



THE POWER-BOOKS WHICH SHOW MEN HOW
TO GET MAXIMUM POWER AND EFFICIENCY
FROM THEIR BRAINS

SET IN PACKARD
VERSATILE ORNAMENT MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

General Offices: WILCOX BLOCK
Meriden, Conn.

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come-out-in-the-light propositions, I now offer you both books on TEN DAYS APPROVAL. If you decide to keep them, send a check in 10 or 15 days; if you can possibly persuade yourself to part with them, simply notify me and I'll send you return charges.

Could any offer be more liberal? At no stage do you advance a penny, unless you decide to purchase. Isn't this the "show me" kind of a proposition that you like to accept? I stand all the risk.

Don't be blinded by indifference or "wonder if they are any good" and then forget all about them. Just sign your name NOW to the "on approval" order form. You will then have opportunity to see for yourself what it is about these unusual books which convinces the leaders themselves that they can get new knowledge and power worth hundreds of dollars.

Your set is waiting for you: will you send for it RIGHT NOW?

Yours for Success,

P.S. Here's an illustration of how it works out:

"We have received the books you sent on approval.

"Please send three more sets at once. These are

"quite the best business books we have come across."

D. WEEKS & CO.

Manuf'g. Pharmacists

The Ladies' Home Journal
The Saturday Evening Post
The Country Gentleman

NEW YORK CITY

SET IN CENTURY OLDSTYLE BOLD AND CENTURY OLDSTYLE ITALIC
CENTURY BORDER VERSATILE INITIAL
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

When you send your salesmen on the road what can you furnish them as sales arguments that your competitor cannot give?

You buy your raw material largely from the same sources. You know about what the other fellow pays for his leather. You all have standard equipment, making your shoes on the same kind of machinery. You pay your labor the same prices as other manufacturers in your city.

Formerly some concerns excelled others in selling methods, but shoe salesmanship to-day is fairly standard. Your men may be excellent salesmen, but your competitors have men equally as good - or can get them. The difference is almost negligible.

What argument, then, can your travellers use to sell your shoes - except price, and after all price is determined by the efficiency of your inside organization, by your ability to pare costs, by utilizing every by-product, and by purchasing in huge volumes.

Mere price alone to-day is no object to the intelligent retailer. Low price alone is not a compelling argument to the consumers who wear your shoes. They are not trained to appreciate relative values. They don't know a blucher from a bal.

You don't buy the cheapest automobile on the market, yet you know more about the leading automobiles, complex as they are, than the public knows about shoes.

And so there are not many differences in the consumer's mind between you and your competitor, unless you make those differences by your brains and not by your hands.

Your efficiency problems are up to you. If you can solve them you can sell your shoes where others fail. The

THE CURTIS PUBLISHING Co.

THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN

The Advertising Department



EDWARD W. HAZEN, Advertising Director
1 Madison Avenue, New York

Barristers Hall
Boston

IN CHELTENHAM GOLD SHADED VERSATILE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

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high standard of efficiency reached by a few - a very few - manufacturers of shoes has placed them in the eyes of dealers in a very strong position. Retailers want to link up with the efficient concern because its efficiency means a more permanent trade connection.

Volume of business tends to make a manufacturer consider efficiency problems. Without volume there is less incentive. The average manufacturer of shoes, comparatively speaking, has not this volume, and therefore not this efficiency.

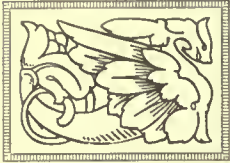
There is one recourse left to him in selling his product.. There remains one method of throwing his shoes into relief against the dead, colorless background of the conglomerate mass of shoes, and THAT METHOD IS ADVERTISING.

Granted that your product is good, your salesmen don't have to argue against the other fellow wholly on material, style and variety. The fact that your shoe is advertised presupposes all these points and leaves to the retailer only the one fundamental question - shall I buy the shoes that I alone know, or shall I buy from the manufacturer what my customers know and want to buy from me?

Last year a few manufacturers of shoes spent \$279,471 in advertising in the leading consumer publications. Regardless of what you think of these products, 50,000,000 worth-while American citizens with shoe needs are predisposed toward these few manufacturers. The burden of proof is on the retailer who sells unknown shoes. Advertising your shoes will shift this burden to the retailer of the unadvertised kind. If you advertise, your salesmen and your retailers will have an additional, compelling selling argument.

Very truly yours,

THE CURTIS PUBLISHING CO.



THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN



ADVERTISING DEPARTMENT, Edward W. Hazen, Advertising Director, 1 Madison Avenue, New York

SET IN CURTIS-POST AND POST GOSTYLE ROMAN NO. 1
LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDRY COMPANY

Barristers Hall

Boston

Dear Sir:-

The fakir and the business charlatan often advertise. Their advertisements are usually striking, cleverly worded and wonderfully effective.

The patent medicine quack and the bonanza copper mining or real estate promoter are pre-eminently guided by the salesman's instinct. They use with avidity the greatest selling force of to-day -- advertising. And when they fail -- for in the end their Nemesis overtakes them -- their failure is due to rotten goods, dishonest merchandise, and false representation. Their very success in turning the spotlight of publicity upon their business eventually wrecks them.

Now you, as an honest manufacturer of honest goods with a narrow manufacturing margin of profit, look on the grafter and patent medicine thief with aversion. And do you not sometimes regard the force of advertising also in the same way?

You can't put out your goods in a bottle that costs some few cents and sell it for a dollar.

Or you may know of some case where a man bought twelve-and-a-half-cent hosiery and sold it for a quarter -- by advertising. Or you may know of an indifferent make of underwear that outsells more worthy goods -- because of advertising.

You predict for these manufacturers an eventual failure -- and so do we.

The Curtis Publishing Company

PHILADELPHIA
INDEPENDENCE SQUARE
ROBERT L. BARROWS, *Manager*

NEW YORK
1 MADISON AVENUE
WILLIAM A. PATTERSON, *Manager*

THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN

CHICAGO
HOME INSURANCE BUILDING
WILLIAM BOYD, *Manager*

BOSTON
BARRISTERS HALL
STANLEY R. LATSHAW, *Manager*

1 Madison Avenue
New York City

SET IN MEMBERS OF THE CLEARFACE FAMILY MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

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But because advertising has often made tremendous first sales for an unworthy article -- why underestimate the force of advertising legitimately used? Even the force of gravity has been used to hang men. And the force of advertising has made Ivory, Colgate, Heinz, Steinway, Sapolio, Uneeda, Victor, Gold Medal, Tiffany, Packard, Armour and Walter Baker.

Very few commodities or business enterprises could endure and grow -- on first sales alone. You want permanent customers, not just first sales to transients.

We also want permanent customers. We are not interested in casual advertisers.

We want to interest the makers of honest textiles -- we do not want any other sort. Our experience shows indisputably that unless the quality is in the goods, advertising will not make a permanent success. Our experience also shows that intelligent, persistent advertising will, with common-sense merchandising, market a good line profitably.

If we can so advise you that a great selling success may be built for you in the next five years, it will make for your profit and business security. It will make for us another successful and permanent customer.

It is to our interest to put our experience at the service of the maker of honest goods. Will your line warrant re-order after re-order -- if we can secure their introduction to 3,314,000 American homes?

Very truly yours,

The Curtis Publishing Company

PHILADELPHIA
INDEPENDENCE SQUARE
ROBERT L. BARROWS, MANAGER

NEW YORK
1 MADISON AVENUE
WILLIAM A. PATTERSON, MANAGER

THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN

CHICAGO
HOME INSURANCE BUILDING
WILLIAM BOYD, MANAGER

BOSTON
BARRISTERS HALL
STANLEY R. LATSHAW, MANAGER

SET IN MEMBERS OF THE BODONI FAMILY
AMERICAN TYPE FOUNDERS COMPANY

1 Madison Avenue
New York City

Gentlemen:-

Another great commission house has closed its doors.

The number of mills "selling direct" is increasing markedly and includes many of the leaders.

You would have doubted ten years ago -- perhaps even five years ago -- that any such "revolutionary" change would take place.

The position and power of the jobber has also changed and continues to change. Some of the dominating New York jobbers of yesterday are no longer with us. And really the great jobbers of to-day do not regard themselves as "jobbers" but rather as distributing manufacturers. They either own outright or control mills and do much of their own designing and styling.

Commission houses are changing.

Jobbers are changing.

The retailers are also changing their selling methods. The big department stores buy almost entirely from first hands and the day of reserve stocks is gone forever. One of the Boston stores even refuses its buyers stock room. Stock if bought must stand on the floor until sold.

Great changes have forced themselves on every distributing and selling factor and must next force themselves on the manufacturer.

Mills in the future must be of one of two classes --

- (a) Mills that dominate.
- (b) Mills that are dominated.

The majority of course will belong to the latter class. They will make whatever goods the converter or jobber may order. They will organize, design, style, finish and pack as they are ordered to. They will run full time when goods are scarce, and half time when Schedule K or cotton futures make the buyers hold off. Their profits will be made wholly from superior manufacturing ability or from successful speculation in cotton, wool or silk.

The Curtis Publishing Company



THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN



Advertising Department

EDWARD W. HAZEN, *Advertising Director*
Madison Avenue, New York

1 Madison Avenue
New York City

TYPE IN CLOISTER BLACK, RECUR CASLON AND RECUR CASLON ITALIC
JEFFERSON BORDER
AMERICAN TYPE FOUNDERS COMPANY

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The first class of mills will be few in number. They will not only make goods but will sell them. Ultimately they will have sales managers and a staff of salesmen calling on the 1,200 leading stores direct. They will also sell through jobbers to the 60,000 stores, from whom the jobber will not be "eliminated" for many, many years.

These manufacturers will have a trade mark.

If the goods warrant, they will have distinctive wrappers, bands, labels or boxes.

Their trade marks will be as well known to the consumer as Ivory, Colgate, Heinz, Steinway or Packard.

Their products will be "standardized." "Standard" with retailer, jobber and exporter, nearly everybody will sell them because of the constant "call for them."

The prices on these goods will also be standardized.

The demand will remain more continuous and constant, and the feast and famine of heavy buying and light buying will be nearly offset.

When product, trade mark, demand, volumes and selling methods have been standardized, it will make possible further standardizing in the mills.

Looms rigged for a continuous run, fewer patterns and decollété styles, longer seasons, and greater certainty of continuous output, mean economies.

Changes are coming, they are inevitable, they are working in every great industry. We don't know how long or where or with whom, but the changes are coming.

Last year some 3,000 manufacturers spent \$8,000,000 in the columns of our two publications.

Our experience is diversified and could be of value to you. You may have it on your problem -- without obligations.

Yours very truly,



The Sheldon School

Founded by A. E. Sheldon, Formulator of the Science of Salesmanship and Business Building

OFFICES, REPUBLIC BUILDING

NUMBER TWO HUNDRED NINE STATE STREET



Chicago, Illinois

SET IN STRATHMORE OLDSTYLE STRATHMORE ORNAMENTS
POOLE PRINTING CO., BOSTON, MASS.

Dear Sir:-

You can look over your work point by point--what you are doing and what you want to do--and you will see that your profit and success depend mostly on the way you sell your goods or services.

What, then, is salesmanship? You will find the answer in the little book enclosed.

The man who studied out that answer did business people a great service. He did them a greater service when, in 1902, he organized The * * * * * School to study business methods and experience--to find the answers to all kinds of business questions and to give to business people the opportunity to know these answers without leaving their work.

Our satisfied clients have helped us to grow into the largest school in the world teaching a single subject by mail, with a total membership of 53,000 people.

The success of our own business is the best evidence of our ability to train others. We refer you to the * * * * * Trust Company Bank, Chicago, to the * * * * * Bank, Libertyville, Ill., or still better--get a special report on us from any commercial agency.

We believe in telling the truth about our proposition--in moderate profits--in giving quality of goods with excellence of service.

"The * * * * * Book" tells how we can help you to get bigger profits and better satisfaction in your business affairs. It is yours, postage prepaid, for one-cent stamp on enclosed card.

Yours very truly,

N/A

THE HELDON SCHOOL

Founded 1902 by A. F. Sheldon
Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING

No. 209 STATE STREET

Chicago, Ill.

SET IN BOOKMAN OLDSTYLE AND BOOKMAN ITALIC CAXTON INITIAL
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Here is the * * * * * Book. The first chapter will help you to determine whether you are one of those who can study our course to advantage.

Chapter II (beginning page 9) tells in detail what kind of knowledge we furnish. A description of the lessons and text-books appears on pages 15-17. Note that the first twelve lessons cover "the salesman, the customer, the goods and the sale," which are the elements or factors in every sales-transaction. These subjects are so closely related that a complete knowledge of each can be obtained only by a thorough study of them all.

The remaining lessons are alike valuable to everyone. It isn't what we know about business that "throws us down," but what we don't know. And the more we know about business in general, the better we can handle our business in particular.

On pages 18-21 (Chapter III), the whole plan of instruction is made plain. Note that your student privileges entitle you to our advice and help in every detail of your work, thus making the course as personal to you as though it had been written for you especially.



THE SHELDON SCHOOL



FOUNDED 1902 BY A. F. SHELDON, FORMULATOR OF THE SCIENCE
OF SALESMANSHIP AND BUSINESS BUILDING

REPUBLIC BUILDING

209 STATE STREET

CHICAGO, ILL.

SET IN COPPERPLATE GOTHIC SHADED
FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

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Chapter IV (22-26) tells how * * * * * became a record-breaker salesman, how he trained and managed men, and finally became the first man to gather together the facts about business as a profession, and the laws which govern gain and loss therein, and to reach them logically and plainly.

Pages 27-31 will, I think, answer any questions you may ask. If not, please write me personally. I earnestly request you to note also page 32.

A few moments each day is all the time needed to master the course. You can carry a lesson booklet with you and study at odd minutes during the lunch hour, on the ear, or when waiting for meals or interviews. You can make all your time worth more by this good use of the minutes which are so often wasted.

The enclosed student reports will interest you for very apparent reasons. They show the results of a small investment in better business education.

The sooner you make this investment, the sooner we can help you to get the same kind of returns.

Yours very truly,

AS/A



THE SHELDON SCHOOL

Founded in 1902 by A. F. Sheldon
Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING
209 STATE STREET

Chicago, Illinois

SET IN CLEARFACE GOTHIC MONOTONE BORDER FRENCH CAST SQUARES
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

You can make payment either in cash or in small amounts
--see the enclosed application blank.

Whiohever plan you take, you soon finish paying us--but
the results we pay you keep on coming--your increased effi-
ciency stays with you.

You draw dividends on it every time you receive money
for your service--this year--next year-- all the years to
come.

That is the experience of every one of our patrons who
is earnest and sincere--who does his part as fully as he ex-
pects us to do ours.

The reports of a few of them are enclosed. They have
found out for you just what our service is really worth in
every-day business.

The only way our business can grow is through serving
our patrons. Your interests are therefore our interests--we
are here to serve you as we are serving many others.

In filling out the back of the enrollment form, you may
write us as fully as you wish. The information will be held
confidential, and will aid us in serving you.

PR-6

Yours very sincerely,



Founded 1902 by A. F. Sheldon
Formulator of the Science of Salesmanship and Business Building



The Sheldon School

L. C. BALL, Assistant Secretary

Republic Building
209 State Street

Chicago, Illinois

SET IN CENTURY BOLD EXTENDED AND CENTURY BOLD ITALIC
VERSATILE ORNAMENT MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

What would you do if you received the following letter from us?

"Ten days from date is positively the last day on which it will be possible for you to secure our Science of Business Building."

Stop a moment and decide, fair and square.

We never expect to write such a letter, but we are writing you to-day on an equally important matter.

You are sure to do one of three things with regard to enrolling--

You will enroll now,
You will enroll after awhile, or
You will not enroll at all.

There is no doubt that you want for yourself such increased earning power as this course is giving to thousands of earnest men and women.

The cost will be just as great later on as now--in fact we have been obliged to advance our rates several times.

To start now means that you get more for the same money because you will be able to work easier and earn bigger profits right away.

You would probably have enrolled before if things had been a little more favorable. To overcome the difficulties in the way will get you the * * * * * Course, and make you a stronger and more resourceful man for having made the effort necessary to do it.

The grass always looks greener ahead, but it hardly ever is. This is YOUR LAST OPPORTUNITY TO START NOW.

Yours faithfully,

AS/1-3

THE SHELDON SCHOOL

Founded in 1902 by A. F. SHELDON, Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING, 209 STATE STREET, CHICAGO, ILLINOIS

TELEPHONES, HARRISON 802, LIBERTYVILLE 63 • CABLE ADDRESS, "SHELTIFICO, CHICAGO"

OFFICERS

A. F. SHELDON, *President*
J. D. KENYON, *V. President*
C. H. PATTISON, *V. President*
JAMES WOOD POGUE,
V. President
C. N. DURAND, *Treasurer*
A. H. SMITH, *Secretary*
L. C. BALL, *Asst. Secretary*

SET IN MEMBERS OF THE BODONI FAMILY CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated

Dear Sir:-

There are two kinds of efficiency:

First, the kind that can do things -

Second, the kind that can get a good price for it.

These govern what you get in return for the use of your time. It is a safe guess that you either feel you are earning more than you get, or else that you expect to be more valuable after awhile.

If you are earning more than you get, it means you need to learn how to sell your own services - Salesmanship is the main thing taught in the * * * * * Course. Even a small monthly increase in the money you get will easily pay for the course within a year - and all you make after that is clear gain.

Being more valuable after awhile means getting acquainted with yourself - finding out how to make the most of your personality and ability -

It means learning your goods or proposition so you can talk better to the other fellow from the standpoint of his own interests -

It requires a better understanding of human nature - the biggest business mistakes are mistakes in people - the biggest successes are built on the ability to handle them -

It means knowing how a man's mind works in deciding and acting - how to state your case so that others will buy, at a profit, the service you can give them.

You can get all this knowledge - in such an interesting way that it will stick in your mind - by giving a * * * * * lesson booklet a place in your coat pocket, and by putting in a few minutes at a time now and then.

You can count on a page a minute and an idea from every page - practical, useful ideas on how to do things and how to get a good price for it. More ideas in your work mean more value to your time and more cash on hand.

Yours very sincerely,

ASD/3



THE SHELDON SCHOOL

FOUNDED IN THE YEAR NINETEEN HUNDRED AND TWO BY A. F. SHELDON
FORMULATOR OF THE SCIENCE OF SALESMANSHIP AND BUSINESS BUILDING

SET IN DELLA ROBBIA DELLA ROBBIA INITIAL LINEAR BORDER NO. 2
AMERICAN TYPE FOUNDERS COMPANY

REPUBLIC BUILDING, 209 STATE STREET

Chicago, Illinois

Dear Sir:-

You get more pay for each working hour now than you did the first day you worked--why?

Because you have put more value into each hour of your time--you have developed your efficiency.

Your business efficiency grows out of your business ideas, and these come from your business knowledge. If you enrich your knowledge with the tested and proven experience of other men, you save yourself valuable time and the needless labor of studying out that which is already known--you avoid useless and expensive experiment in your business methods--you make yourself a many-brain-power man--you add other men's business knowledge to your own efficiency--you get the best possible material out of which to manufacture new and original ideas.

These new ideas in business are what make and break records--they bring out new ways to save time and labor--they mark the difference between the man who gets paid much and the one who receives little. They make sales--they win and keep trade.

The * * * * * will give you the tested knowledge of other men from which to work out new ideas for your business.

Each lesson goes easily into your coat pocket, with room to spare--you can cover a page in a minute or so--those spare minutes you have often had to waste when you were delayed, or while "en route," or at lunch time.

We have shown you honestly just why and how our course will put more value into each hour of your working time. Busy and successful men judge and decide quickly.

Yours very sincerely,

ASD/2

OFFICERS

A. F. SHELDON, Pres.
J. D. KENYON, V. Pres.
C. H. PATTISON, V. Pres.
JAMES WOOD POGUE
V. Pres.
C. N. DURAND, Treas.
A. H. SMITH, Secy.
L. C. BALL, Asst. Secy.

The Sheldon School

Founded in 1902 by A. F. SHELDON The Formulator of the Science of Salesmanship and Business Building

REPUBLIC BUILDING, 209 STATE STREET, CHICAGO, ILLINOIS

DIRECTORS

A. F. SHELDON
J. D. KENYON
C. N. DURAND
F. P. DYMOND
C. H. PATTISON
JAMES WOOD POGUE
W. IRVING LAKE
A. G. SHELDON

SET IN CLUSTER BLACK AND NEW CASLON
ART-TILE TINT FORMERS CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dated *q*

p

Dear Sir:-

"The making of permanent and profitable patrons --

That is Business Building. You want to build your business and we want to build ours.

We can profitably work together. We expect to increase our business and influence by helping you increase yours.

We are the largest correspondence school in the world specializing on a simple line of training. We shall continue to grow if we continue to obey that law of business success which says: "The Science of Business is the science of service--he profits most who serves best."

We can give real service and secure confidence in ourselves only on the policy of the square deal. So we have no "cut prices" to offer--no "special inducements." Real, practical business training at a moderate price is its own inducement.

"If you get something for nothing, is it worth it?"

We offer you "goods" of proven value to you--and at the lowest possible rate consistent with the giving of real service.

Yours very sincerely,

AS/F-3

OFFICERS

A. F. SHELDON, Pres.
J. D. KENYON, Vice-Pres.
C. H. PATTISON, Vice-Pres.
JAMES WOOD POGUE,
Vice-Pres.
C. N. DURAND, Treas.
A. H. SMITH, Secy.
L. C. BALL, Asst. Secy.

The Sheldon School

Founded 1902 by A. F. SHELDON
Formulator of the Science of Salesmanship and Business Building

DIRECTORS

A. F. SHELDON
J. D. KENYON
C. N. DURAND
F. P. DYMOND
C. H. PATTISON
JAMES WOOD POGUE
W. IRVING LAKE
A. G. SHELDON

*Republic Building, 209 State St.,
Chicago, Illinois*

SET IN MACFARLAND AND MACFARLAND ITALIC
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Finding a market for your knowledge, service, skill,
ideas--

Exchanging drygoods, hardware, groceries, stocks and
bonds, insurance, real estate or machinery for money--

Even making a good impression on those you meet
socially--

All these are Salesmanship, for a sale is an AGREEMENT
OF MINDS, and a Salesman is the man who can secure confi-
dence in himself and his undertakings--who can build his in-
fluence and profits. From a strictly financial and business
standpoint, he is the one who can show other people the
reason why they should part with good coin in exchange for
his goods or service.

That can't be done--at least, not many times in the
same place--merely by clever tricks or skillful juggling of
words and facts--not by learning a set of rules, nor a "pre-
served" selling talk.

To sell to-day, and to keep right on selling at top-
notch efficiency, you need to know that a sale is only one
part "proposition," but three parts "human nature"--like
yours, the other fellow's, and bringing them both to agree.



FOUNDED IN 1902 BY A. F. SHELDON, FORMULATOR OF THE SCIENCE
OF SALESMANSHIP AND BUSINESS BUILDING

THE SHELDON SCHOOL

REPUBLIC BUILDING, 209 STATE STREET

SET IN PACKARD
STRATHMORE ORNAMENT LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Chicago, Illinois

-2-

To find out the kind of man you are and how you can improve on the original pattern--to learn the signs that show your customer's ideas, tastes, needs and circumstances--to know your proposition and why he should buy it--to train your ability to put into his mind your own knowledge and confidence in what you have to sell--

That is the kind of knowledge that gets orders, patronage and profit right where they do the most good--

It is KNOWLEDGE CLASSIFIED--put into handier shape for you to think about and use--full of new points and plans for getting more of them--it IS POWER which we have all ready harnessed for you to hitch up to, the bandwagon of your success.

You can't really doubt the statements of successful business men, nor the dollars they have earned because they were * * * * students. I really feel that there is scarcely need for the reminder that when you take care of the present your future looks out for itself.

Yours very sincerely,

AS/F4

OFFICERS

A. F. SHELDON, Pres.
J. D. KENYON, V. Pres.
J. W. POGUE, V. Pres.
C. N. DURAND, Treas.
A. H. SMITH, Secy.
L. C. BALL, Asst. Secy.

The Sheldon School

FOUNDED 1902 BY A. F. SHELDON

Formulator of the Science of Salesmanship and Business Building

DIRECTORS

A. F. SHELDON
J. D. KENYON
C. H. PATTISON
JAMES WOOD POGUE
W. IRVING LAKE
A. G. SHELDON

SET IN PEN PRINT DAINTY BORDER
AMERICAN TYPE FOUNDERS COMPANY

Republic Building, 209 State Street

Chicago, Illinois

Dear Sir:-

Whether your business opportunities lose or win for you
all depends on YOU.

You have to fight for better position and bigger profits. Lots of other people want the same job you do--the same sale--the same customer. To fight well you must be trained well.

The * * * * * School trains well for business building. Ten years of success prove it. Thousands of satisfied patrons heap up the evidence.

You pay for a mental equipment once, but it lasts a lifetime, working every day. The more you use it, the better it gets.

The sooner you get it, the more you can use it--the more things you can get that you want.

It is our work to help you get more success. We are proud to offer you our service, because it is backed by proven ability.

Yours faithfully,

AS/H3

A. F. SHELDON, President

J. D. KENYON, Vice-President

THE SHELDON SCHOOL

Founded 1902 by A. F. SHELDON

Formulator of the Science of Salesmanship
and Business Building

Republic Building, 209 State Street



SET IN CENTURY BOLD EXTENDED AND CENTURY EXPANDED ACME BORDER
AMERICAN TYPE FOUNDERS COMPANY

Chicago, Ill.

Dear Sir:-

Your competitor - if you haven't met him yet, you may to-morrow, and he may be a bigger man than you are.

He's out after just what you want. And you can't blame him - he has the same bread-and-butter problem - the same success problem - that you have yourself.

He won't be bashful about taking your business away from you, but, at that, he is a good friend of yours - he makes you hustle to keep up with him or ahead of him - and that makes you a better man and bigger success.

It's a fair fight between you and him, and the best man wins - the best man in training, equipment, ability, personality.

ARE YOU THAT MAN? Or are some of your efforts "almost" successful - some of your sales "almost" made - some of your customers "almost" won - some of your patronage "almost" secured? Does some "little slip" spoil your plans, just as the small leak sinks the big ship?

The * * * * * Course will give you better TRAINING on how to build your influence and business - will improve your EQUIPMENT of plans and methods - will develop your mental and physical ABILITY - will draw out in you the faculties that shine in a strong and attractive PERSONALITY. It will give you that confidence, built on sure knowledge, that enables you to say:

"I AM THAT MAN. I know why men fail and why they succeed; I know the methods I must use - I have the knowledge and training I need to win in my war of competition."

But first you must say something like this -

"I want less 'almost' sales and more real ones - I'm out to make that fellow who wants my job sit up and take notice. I will use the service of the * * * * * School, because they are helping thousands of men to make new records and to win out over competition - and MAYBE MY PET COMPETITOR IS ONE OF THEM. I can just get as much out of the course as he can - and keep on giving him a run for his money."

Say it - ALL of it. Then DO it - why not?

Yours very sincerely,

AS/H-4

OFFICERS: A. F. SHELTON, PRESIDENT J. D. KENYON, VICE-PRESIDENT C. H. PATTISON, VICE-PRESIDENT JAMES WOOD POGUE, VICE-PRESIDENT
C. N. OURAND, TREASURER A. H. SMITH, SECRETARY L. C. SALL, ASSISTANT SECRETARY

THE SHELTON SCHOOL

FOUNDED IN 1902 BY A. F. SHELTON, FORMULATOR OF THE SCIENCE
OF SALESMANSHIP AND BUSINESS BUILDING

TELEPHONES: HARRISON 802, LIBERTYVILLE 63
CABLE ADDRESS, "SHELTIFICO, CHICAGO"



REPUBLIC BLDG., 209 STATE ST.

SET IN MEMBERS OF THE COPPERPLATE GOTHIC FAMILY
LITHOTONE BRASS RULE FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

CHICAGO, ILLINOIS

Dear Sir:-

The little booklet enclosed tells about the "Man Who Bossed Johnson.

You can "boss Johnson" better when you know him real well.

Did you ever stop to think that you have some sixty different kinds of mental and bodily powers, and that each one of these sixty can be used in many different ways for the doing of many different things?

To be able to even name these different powers would "help some" - to know their uses and value would help more - and to know how to take hold of each element in your personality and train it to higher efficiency and attractiveness would help most of all.

What do you know about yourself? Do you know the kind of mental and bodily power that is shown by the color of your eye, the shape of your head, the texture of your skin? Do you know your strong points and how to develop them - your weak points and how to guard against them?

Do you know just how well the quality of your make-up and your own personal abilities fit you to do what you do? Do you remember that strong men - able men - forceful men -

OFFICERS

A. F. Sheldon, Pres.
J. D. Kenyon, V. Pres.
C. H. Pattison, V. Pres.
James Wood Pogue,
V. Pres.
C. N. Durand, Treas.
A. H. Smith, Secy.
L. C. Ball, Asst. Secy.

The Sheldon School

DIRECTORS

A. F. Sheldon
J. D. Kenyon
C. N. Durand
F. P. Dymond
C. H. Pattison
James Wood Pogue
W. Irving Lake
A. G. Sheldon

Founded 1902 by A. F. SHELDON. Formulator of
the Science of Salesmanship and Business Building

Republic Building, 209 State Street

Chicago, Ill.

SET IN CHURCH TEXT AND CLEARFACE
INNER BORDER NO. 2 MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

-2-

influential men - are the successful men in every line of
work?

You can become thoroughly acquainted with "Johnson,"
you can learn to manage him - by the personality training
contained in the * * * * * Course - it is complete,
thorough, intensely interesting.

And personality training is only one of the things you
get in this course - there is always "the other fellow" to
be considered in every deal you make - and you get his
agreement quicker when you can size him up quickly and have
learned beforehand how best to deal with him.

Then there is your proposition - the thing you want to
do. You want to know it and to be able to tell it to others
so they will know it, will agree with you and take action
upon what you have shown them.

The best way to find out all about this efficiency
training would be to send for The * * * * * Book - its
price to you is a one-cent stamp on the enclosed card - and
the Government gets the stamp. We send you the book for
nothing and prepay the postage.

Yours very truly,

LCB/BJ

J. Edmund Thompson

Worcester, Massachusetts



SET IN CLOISTER BLACK ITALIAN B&O MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Very likely there have been mornings when you have said to yourself - "Why the dickens didn't I stay at home last night and go to bed at a decent hour?" And no doubt there have been evenings when you have wondered why you did not enjoy things just as you used to. At such times I fancy you may have solaced yourself with the moth-eaten fallacy that, - "As a man grows older he shouldn't expect to get the same fun out of life that he did in his earlier years." Poor old exploded idea!

I, for one, am glad that it IS an exploded idea. A man should be a good bit older than you are before the keen edge of enjoyment is dulled. Of course I do not mean to say that there's no limit to the liberties a man can safely take with his bodily machine. But I do mean to say that to the man whose physical condition is what it should be, such things as indigestion, constipation, headaches, liver and kidney troubles, rheumatism, gout, obesity, nervousness, insomnia, and other common ills are unknown.

For years my time has been devoted to the study of just one thing - THE RELATION OF EXERCISE TO HEALTH. I do not refer to the usual gymnasium "stunts" but to scientific physiological exercise carefully studied out for each individual case. And this knowledge I have imparted to hundreds of prominent business and professional men, including physicians of national reputation.

What I teach requires little time, no diet, no absence from business, no giving up of accustomed pleasures. Its effect on a man's mind is as marked as the effect on his body. There is not a man living who would not be benefited by it.

Just mail the enclosed card and let me tell you about it.

Sincerely,

J. Edmund Thompson

Worcester, Massachusetts



Dear Sir:-

I don't dare tell you the full truth - you would not believe it. I wouldn't have believed it a few years ago; but I tried my plan on myself first - here is what it did for me:-

I was so much of a weakling that I could not buy a dollar's worth of life insurance. To-day I am in such superb health that insurance doctors call me a "perfect risk."

Thus, starting with absolute faith, I began to teach others the thing that had done such wonders for myself - the RIGHT kind of exercise. Not gymnastic "stunts," but exercise in a new and fundamental conception of the word. Gentle, natural movements that develop your great VITAL MUSCLES - for the heart, lungs, liver, bowels are muscles - so they can perform properly their functions - Dynamos that supply their full man-power.

What has been the result? Ask any of the hundreds of men - captains of industry and leaders in the professions all over America - who have received such priceless benefit from my Course that they have given me permission to use their names as references.

But I ask you to take no man's word for it - I offer you the chance to convince yourself that refreshing sleep, a sound digestion, strong lungs and heart and nerves, a clear mind, buoyant spirits, vigorous muscles - the perfect health you may no longer know, is within your grasp.

I can't expect this letter to convince you - but if you are interested I shall be glad to send you my book, "Human Energy," free and without obligation on your part. You will find it startling, yet obviously true; and it tells how you may test the value of my plan in your own particular case without risking a single penny.

May I request you to post the enclosed card before it is mislaid?

Yours very truly,

J. EDMUND THOMPSON
WORCESTER, MASS.

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Dear Sir:-

After playing bridge the other night, some one at the table started doing card tricks. You know what a bore they are? So pretty soon I said, "I can do a trick worth all of those," and taking a pack of cards, I tore them in two.

Well sir, you would have thought a miracle had taken place, to have seen their faces; but when I put the halves together and tore them straight across, the chorus of, "For Heaven's sake how did you do it?" got embarrassing.

"Did it with my heart and lungs," said I, which only seemed to make matters worse. "There's no trick to it - merely a question of being strong. And there is no trick to being strong - it's merely a matter of getting into vigorous health, organically."

And there is no trick about getting into vigorous health, for all the organs - heart, lungs, bowels, etc., - are muscles, and properly directed exercise - a few minutes each day of natural, gentle movements - will strengthen and tone up these vital muscles so they can perform their functions properly. That's the all-important thing - the strength of external muscles follows as a matter of course.

I would like to tell you more about it - not strength tricks but good health - and I will do so without expense or obligation on your part if you will return the enclosed post card. Unless you are in perfect health you will be glad every day of your life for doing so. Even then, I will guarantee that what I have to say won't bore you.

Yours very truly,

J. EDMUND THOMPSON

WORCESTER, MASS.



SET IN ENGRAVERS SHADED DELLA ROBBIA ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Soon after seven every morning I get to my desk; at noon go across the street for a hurried lunch; along toward six o'clock I quit work, not because I am tired, but because I'm hungry - I am never tired.

I can't spare the time to walk home; I invariably ride both ways. This has been my daily routine for several years. I don't get a bit of what people commonly call "exercise." Yet my muscles are as hard as steel and I am in literally perfect health.

I have forgotten what it is to have indigestion or headaches, or feel low in my mind. My day's work is all the cocktail I need for a hearty dinner and a happy evening. Full of eagerness for the next day, I drop asleep the minute my head hits the pillow.

But please don't envy me for being born with "such a wonderful constitution and disposition." I wasn't. I used to feel depressed much of the time, and a few years ago I was what is popularly called "all in," to such an extent that I couldn't buy a dollar's worth of life insurance.

I admit the change is wonderful - almost miraculous, considering the fact that I brought it about, myself, solely by a few minutes daily attention to my body, in my own bedroom. I would consider it actually a Miracle, had I not brought about a similar change in hundreds of prominent men all over America, by the same principles.

I am so certain I can do the same thing for you, that I am willing to make the test at my risk. But all I am asking in this letter is permission to lay the facts before you without expense or obligation.

The enclosed postcard will bring you full information. And if you are in any way dissatisfied with your physical condition, please post it now.

Yours very truly,

AN ELABORATE FOURTH OF JULY CELEBRATION, JULY 2nd, 3rd and 4th, 1911



150th Anniversary of the Founding of Pittsfield



Mayor K. B. MILLER, Chairman Ex-Officio

Sheriff JOHN NICHOLSON, Chairman

G. H. COOPER, Treas.

WM. F. FRANCIS, Sec.

SET IN BEWICK ROMAN MISSION TOYS
POOLE PRINTING CO., BOSTON, MASS.

Pittsfield, Mass.

Fellow Members of the 150th Anniversary Committee:

The tentative plans for this big celebration, that will do so much for Pittsfield, are now well under way. They include religious and historical exercises in the churches on Sunday morning, July 2, and an address by President Garfield of Williams College at the citizens' mass meeting in the afternoon.

Monday is to be Historical Day, with dedication of historical boulder, singing by school children, Grand Historical Pageant in the afternoon and a historical oration by Ex-Governor Long in the evening.

On Tuesday comes the 4th of July Celebration, with the three aeroplane flights conducted by a Curtiss aviator, the big Civic and Commercial parade, larger by far than anything ever attempted in this city before. 1,000 school boys in khaki suits and caps will march in this parade. Lots of music, twilight drill by Militia at sunset on the common, big display of fireworks in the evening.

All this will cost \$10,000. The city has appropriated \$4,000 - that leaves \$6,000 for your Finance Committee to get. Before we go to the public asking for funds, it has seemed wise that we should first ask every member of the several committees, who will, to subscribe \$10. If every member does this, it will assure at once the success of the undertaking and give the Finance Committee something tangible and convincing to go to the general public with, for it will show that the committees have faith in this great enterprise for the good of the city.

Please, therefore, fill out one of the enclosed blanks and send it to the chairman before Thursday evening, May 18, as it is absolutely necessary that he should know how much can be expected from our committee men.

Yours very truly,

P.S. If \$10 is too much, please fill in what you think right, and return before Thursday.



MAYOR KELTON B. MILLER, Chairmao Ex-officio

SHERIFF JOHN NICHOLSON, Chairmao



Fourth of July
Celebration

150th Anniversary of the Founding of Pittsfield, Mass.



On July 2nd, 3rd
and 4th, 1911

SET IN CONDENSED FOSTER AND CONDENSED WEBB
CELEBRATION BORDER MERCANTILE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

About a week ago, we wrote all the members of the 150th Anniversary Committee, asking them to send as soon as possible their check or pledge to the Finance Committee, that we might know how much to ask the public for, when the general canvass is made beginning June 1.

120 members have either sent their checks or pledges up to date. We know that you have many things to do; we would ask if possible that you take time to fill out the enclosed blank and mail within the next few days.

This is a big undertaking - it will be a big celebration and a big thing for the city of Pittsfield.

Thanking you in advance, I am, for the Finance
Committee,

Yours very truly,

4th of July Celebration and 150th Anniversary

On July 2nd, 3rd and 4th, 1911

The Founding of Pittsfield, Mass.

MAYOR KELTON B. MILLER, Chairman Ex-Officio

WILLIAM F. FRANCIS, Secretary

SHERIFF JOHN NICHOLSON, Chairman

GEORGE H. COOPER, Treasurer



Dated [

]

SET IN CHELTENHAM BOLD EXTRA CONDENSED
FIRECRACKER BORDER CHAP-BOOK GUIDONS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

It's the beginning of the last week previous to the 150th Anniversary Celebration of the Founding of Pittsfield.

The Finance Committee has yet about \$3,000 to raise. The money has come in very freely, and the subscriptions have been most liberal. The beauty of it all has been that everybody has given just what he pleased.

The Committee is anxious to have all the subscriptions sent in by Thursday of this week if possible, and if you are planning to send one, will you send it this week that the bills in connection with the celebration may be paid promptly when presented?

This is the biggest get-together movement Pittsfield has ever seen, and will be far-reaching in its good results.

Yours very truly,

Mayor KELTON B. MILLER, Chairman Ex-Officio* Sheriff JOHN NICHOLSON, Chairman GEORGE H. COOPER, Treas. WILLIAM F. FRANCIS, Sec.

150th Anniversary of the Founding of Pittsfield, Mass.

FOURTH OF JULY CELEBRATION, JULY 2nd, 3rd, 4th, 1911

SET IN MEMBERS OF THE CHELTENHAM FAMILY FIRECRACKER BORDER
POOLE PRINTING CO., BOSTON, MASS.

Pittsfield, Mass.

Dear Sir:-

The 150th Anniversary of the Founding of Pittsfield comes July 2, 3 and 4. Elaborate preparations are being made for it. Sunday, the exercises in the churches, public meeting in the afternoon and evening, and address by President Garfield of Williams College. Monday, the dedication of the Easton Memorial, the big Historical Parade, the Loan Art Exhibition, the Homegatherings, and address by Ex-Governor Long. Grand electric display at the Park Monday evening.

Tuesday is the safe and sane 4th of July, and the finest Civic and Commercial Parade ever held in Pittsfield will take place. The only Curtiss aeroplane flight ever held in Western Massachusetts comes on Tuesday. There will be beautiful decorations, lots of real music, magnificent fireworks and best of all, we ask the men and women, boys and girls of the city to enter into it all with us, thus making them feel that they are a part of this growing city.

It will require over \$10,000 for the three days - the City has appropriated \$4,000, the Executive Committee has pledged over \$2,000, and the souvenir and other sources of income will give nearly \$1,000 more. We need to raise over \$3,000 before July 2. It will be necessary for several people to give \$250 each, several more \$100 each, and a goodly number \$50, \$25, \$10 and \$5.

Will you fill out the enclosed blank and forward to the Treasurer before next Thursday if possible, that the Finance Committee may quickly complete its canvass for funds?

Yours very truly,

DESIGNERS OF PARTICULAR
ADVERTISING



WRITERS AND PRODUCERS
OF FINE CATALOGUES
AND BOOKLETS



LARGEST PRODUCERS OF
TYPEWRITER LETTERS
IN UNITED STATES

ADDRESSING BY HAND OR
TYPEWRITER

POOLE PRINTING CO.

NUMBER 251 CAUSEWAY STREET
BOSTON :: MASSACHUSETTS

T E L E P H O N E S	2 9 8 0	
	2 9 8 1	R I C H M O N D
	2 9 8 2	

Gentlemen:-

You have been asking yourselves how you could interest additional prospective customers in your goods.

And you have doubtless eliminated from consideration many of the customary methods--perhaps magazine and newspaper publicity among them--because of the great expense involved.

But have you considered--seriously considered--the exclusive advantages of "direct" advertising? Advertising through skilfully constructed form letters that cannot be distinguished from your regular typewritten correspondence--with or without folders, booklets, or other printed matter.

If you haven't, we very likely can help you open up a rich field, which, properly worked, will yield greater returns for a smaller expenditure than any other form of business promotion.

A personal conference places you under no obligation whatsoever. NOW--while the matter is fresh in your mind--just pick up your pen, fill in, sign, and mail us the enclosed Appointment Card.

Very truly yours,

Telephones
Richmond
2980-2981-2982

POOLE PRINTING CO.

HIGH GRADE BOOK AND CATALOGUE PRINTING

Largest Producers of Typewriter
Letters in the United States

DESIGNERS OF PARTICULAR

Advertising

251 Causeway Street,
Boston, Mass.

Gentlemen:-

Give your letters a "square deal." Give them the opportunity to produce the utmost for your business--through our service.

Grant us a short interview. Let us place at your service the dependable results of our eighteen years' experience in writing and issuing PRODUCTIVE "direct" advertising (form letters, booklets, catalogs and so on).

Make us prove to you--as we can, by a careful study of your letters--how a few alterations, substitutions, and rearrangements, PLUS a duplicating process impossible to distinguish from actual typewriting, are frequently all that is necessary to secure results altogether out of proportion to the small expense involved.

Carefully read once more the attached Provisional Order. Then resolve you will take advantage immediately of its most liberal offer--which has proven so successful in gaining new clients for us that it will be withdrawn June 1.

All that is required is to sign the attached card. Why not sign it--TO-DAY?

Very truly yours,

DESIGNERS OF PARTICULAR ADVERTISING WRITERS AND PRODUCERS OF FINE CATALOGUES AND BOOKLETS

Hoole Printing Company

No. 251 Causeway Street, Boston, Mass. ☎ Phones, Richmond 2980, 2981, 2982

LARGEST PRODUCERS OF TYPEWRITER LETTERS IN UNITED STATES ADDRESSING BY HAND OR TYPEWRITER

SET IN ENGRAVERS OLD ENGLISH BOLD AND FRANKLIN GOTHIC
CHAP-BOOK GUIDONS INLAND BORDER NO. 1241
AMERICAN TYPE FOUNDERS COMPANY

Dated {

}

Gentlemen:-

Just another word about that ever-present problem--getting new business. You say you use form letters. But do they produce the maximum results--that's the question.

Securing direct returns from form letters is not so difficult a matter as it seems. In fact, but two things are required:

You must carefully select the arguments which appeal to buyers of your goods, arrange them in proper sequence, and present them in a convincing way.

And you must make sure--absolutely sure--that the duplicating process, the "match" of the "filling in," and the other details, are handled so skilfully that no one will suspect your form letters are not personally dictated and written on a typewriter.

Our eighteen years' experience in building business-bringing letters, folders, booklets, and other printed matter for particular firms the country over is your best assurance that we can do as much--perhaps even more--for you.

We won't even ask you to accept our mere statement, we will go further. The attached Provisional Order offers a convenient way to test our service on a basis where we **MUST** make good **BEFORE** you obligate your firm. Fill it in, sign, and mail to us at once, so that we can start producing for you without delay.

Very truly yours,

Attractive and Profitable Ideas in Hangers, Show Cards, Folders and Booklets



TELEPHONE 17595

S. I. MILLS

PRINTING : BINDING



ESTABLISHED 1889

BOSTON, MASS.

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Gentlemen:-

Just because Lawson has changed "Frenzied Finance" into "Fair Finance," it doesn't follow that you can put a round peg into a square hole or that gasoline by any other name would be less odious.

But you can get more business -

If you go after it right and go right after it.

We have the ideas - attractive, forceful, sales-oom-pelling - in hangers, show-cards, folders and booklets.

But what's the use of specifying - rather

Let's get together and talk it over.

Yours respectfully,



J. H. COOPER & CO.

DETROIT PRINTERS MICHIGAN



SET IN CHELTENHAM BOLD EXTRA CONDENSED
RENAISSANCE ORNAMENTS ART-TILES AND OUTLINE ART-TILES
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

This is letter number three.

We did not number our previous letters because we did not believe there would be occasion for writing subsequent letters.

It wasn't necessary in a number of cases.

Evidently they were ready to do business in our line - anyway, they sent for us to talk it over - and we secured their order.

Perhaps you have our letters on file and intend to see us at an early date.

We hope so and -- Honestly! results have proved that our style was convincing - but not half so convincing as one of those conferences where we are obliged to show "The man from Missouri."

If it's catalog or booklet printing, if it's show-cards, calendars, cut-outs or any other form of printing that you require -- and

You want it par excellence

Let's get together and talk it over.

Yours respectfully,



J. H. COOPER & CO.

Printers



DETROIT MICHIGAN

SET IN LITHO ROMAN
VERSATILE ORNAMENTS MERCANTILE BORDER MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

We all recognize the strength of the truism, "A chain is no stronger than its weakest link" --

-- and it's equally true that business upbuilding is only as successful as the methods employed.

Advertising is as important a link as any in the business chain.

And this thought to close with --

It is not how much you appropriate -- but how best to use the amount appropriated.

We know how to produce catalogs, hangers, booklets, show-cards and posters, in fact anything in the line of printing that will be business producers rather than money consumers.

If you are open to further proof --

Let's get together and talk it over.

Yours respectfully,

SAMUEL I. MILLS

Designer and Printer of Catalogs, Booklets and Folders

Established
1889

Printer
and Lithographer

Telephone Connection

BOSTON, MASS.

SET IN CHELTENHAM BOLD OVOLO BORDER FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

Gentlemen:-

Here's an axiom that we're going to turn loose because it deserves to be.

It has the ring of soundness and its precept is one that ought to be burned in --

"Man should not be blinded to whatsoever merit exists in the opportunity which he hath in hand remembering that a thousand promises for the future should weigh as naught against the possession of a single piece of silver."

We lifted that bodily from a little booklet entitled, "The Magic Story," and the Success Company, its publishers, are entitled to our appreciation of the overflowing inspiration found within its pages.

There exists real merit in the opportunity to put out sale-inspiring business literature.

That's the only kind we care to put into your possession, whether in the form of catalogs, booklets, folders or show-cards.

And to paraphrase the axiom given -

Seize the opportunity now and you'll acquire the piece of silver while the other fellows are framing up future promises.

Let's get together and talk it over.

Yours respectfully,



Suffolk Engraving and Electrotyping Company



Office and Plant, 30 E. 21st Street
NEW YORK CITY

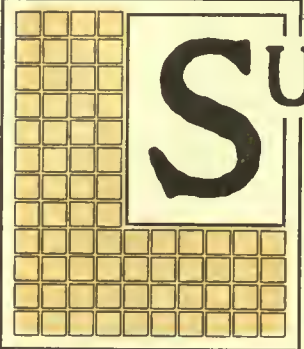
394 ATLANTIC AVENUE
BOSTON, MASS.

SET IN CASLON TEXT AND NEW CASLON
ART ORNAMENTS MONOTONE BORDER
AMERICAN TYPE FOUNDERS COMPANY

Dear Sirs:

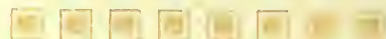
If Bill Jones tells you the moon is made of green cheese you know that Bill Jones is a liar, but is it reasonable, because you know that Bill Jones and Mike Smith and a few others of like ilk are liars, to assume that everything that is told you is a lie and that all engravers are liars? We realize fully that you, and every other user of engravings receive numerous letters from engravers, large and small, East and West, making all sorts of unsupported claims as to quality, ability, service, etc. We realize that an engraver with an outfit of the vintage of '76 and ideas quite as obsolete can talk just as loud and make just as strong claims as the thoroughly up-to-date and well-equipped, competent engraver. That is why it is hard to talk engraving and arouse interest by mail and that is why we have taken the liberty of starting this letter in such a familiar tone, and such plain language, for which, now that our purpose has been accomplished and your interest aroused, we most humbly apologize.

We are making certain claims in this letter, we are stating them as facts and we are not elaborating on them or offering any arguments in support of them. The * * * * * company is one of the oldest concerns in the United States, it has a national reputation for the quality of its work



SUFFOLK ENGRAVING AND ELECTROTYPING COMPANY

OFFICE AND PLANT
30 EAST 21st STREET
NEW YORK CITY



SET IN RUGGED ROMAN
CAST SQUARES ART-TILES AND ART-TILE TINT FORMERS
AMERICAN TYPE FOUNDERS COMPANY

No. 394 Atlantic Avenue
BOSTON, MASS.

-2-

and general business standing. We cannot afford to make any statements that are not founded upon facts.

Finally we want to say to you that we are thoroughly equipped in every way, shape and manner to handle your engraving business. We know what our competitors can give you and we know that you cannot buy anywhere in the United States the same kind of work and the same efficient service you can obtain from us. We want to send a representative to see you. We want you to talk to him, find out exactly what we have, let him bring back a trial order, not one copy but enough to enable us to fully show what we can give you. If we can't satisfy you, can't fully make good on every claim we make in this letter, you are at liberty to throw our plates on the ash heap and tear up our bill. We can satisfy any buyer who knows what he wants and knows when he gets it. Again we wish to say that we have no intention of being familiar or treading on any conventional rules in the tone of our letter and to say that we are simply trying to write a letter that will be sufficiently strong to arouse your curiosity or interest and make you want to know more about us.

Trusting that we have accomplished our purpose and thanking you in advance for your early reply, we are

Yours very truly,



Suffolk Engraving and Electrotyping Company



New York City, Office and Plant, 30 E. 21st Street
Providence, R. I., Office, Industrial Trust Co. Building

394 Atlantic Avenue
Boston, Mass.

SET IN WEDDING TEXT
STRATHMORE ORNAMENT
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

Ten days isn't a very long time measured in hours and minutes, but in possibilities ten days may change the destiny of nations, tear down the upbuilding of ages and put awry the plans of years.

Ten days ago we sent you a portfolio of sample proofs together with a letter telling you something about our organization. Ten days is a long time to forget in, a long time for remembering, but we haven't forgotten that we sent you proofs. We won't forget our promises if you give us your business.

It may be ten days, ten weeks or ten months before you are ready to buy engraving - you won't remember * * * * * that long. Tell us when you are going to be ready to buy and let us do the remembering - send as a little remembrance the enclosed card - you may forget if you don't do it now.

Yours very truly,

Suffolk Engraving and Electrotyping Company

394 ATLANTIC AVE., BOSTON, MASS.

SET IN CLOISTER BLACK AND LINING OLDSTYLE ANTIQUE NO. 560
CAXTON INITIALS
AMERICAN TYPE FOUNDERS COMPANY

Dear Sir:-

The last time we wrote you we made some reference to ten days. We said you would forget if you didn't mail the card ten days ago.

We never got the card. Did you forget? We are still remembering, perhaps we remember better because we still have hope to help memory along. We hope you will mail the card - now.

Yours very truly,

NEW YORK CITY
OFFICE AND PLANT
30 E. TWENTY-FIRST STREET

Suffolk Engraving and Electrotyping Company



PROVIDENCE, R. I.
OFFICE
INDUSTRIAL TRUST CO. BLDG.

SET IN CHAUCER TEXT AND MEMBERS OF THE
COPPERPLATE GOTHIC FAMILY
VERSATILE ORNAMENT BOSTON BRETON CAST SQUARES
AMERICAN TYPE FOUNDERS COMPANY

394 ATLANTIC AVENUE

BOSTON, MASS.

Dear Sir:-

Thirty days hath September, April, June and November,
and thirty days have we waited.

Others have sent the card, others are letting us plan
their catalogs, others are helping us remember you by tell-
ing us how well we do our work. Our letters haven't been
very serious, but underneath their semi-jesting tone runs
the feeling that we will eventually get your business.

You can't very consistently ignore a good thing forever.
We are enclosing another card. We like a man of action.

Yours very truly,

The "Morning Post" Buildings

Telegrams: Autotravel, London
Telephone: Gerrard, 8045



THE INTERNATIONAL AUTOTRAVEL SOCIETY

Herbert J. A. Reid, Managing Director

346 Strand, LONDON

SET IN CHELTENHAM BOLD SHADED
FLORAL DECORATOR LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Dear Madam:-

I wonder whether that copy of "Through Europe in an Auto" recently sent to you was cheerful enough to justify a request that you will read this further letter?

At present you and I are like two well-disposed strangers hesitating how to break the ice after a most cordial introduction by a mutual friend. Whether we are to become better acquainted or not will naturally depend upon the extent of your sympathetic interest in my plans for your enchantment.

Unhappily these few thousands of miles between PITTSBURGH and LONDON make it somewhat difficult for you just to step right into this office and settle the whole matter in the twinkle of an eye. But even if this were feasible you might possibly prefer to consider the subject thoughtfully and leisurely at home.

And that is just what I invite you to do - in a frank, open-hearted "postal interview." Every detail of information will then be furnished to you quickly and accurately. Your questions will be answered as readily and efficiently as if you were here in my office - seated comfortably in that old armchair by the casement window which overlooks the traffic of the Strand.

May I say then that the conversation ball is at your feet and that the honour of the first kick remains with you? I am equally ready to answer a score of shrewd and thoughtful questions or to cable you the total cost of your contemplated tour.

In the meanwhile,
Believe me,
Amicably yours,

Telegrams: Autotravel, London
Telephone: Gerrard, 8045



Write for Guide Book, Maps and
Full Information

The International Autotravel Society

HERBERT J. A. REID, Managing Director

The "Morning Post" Buildings

346 Strand, London

SET IN ENGRAVERS OLD ENGLISH AND SCOTCH ROMAN
CAST PANEL PIECES VERSATILE ORNAMENTS
AMERICAN TYPE FOUNDERS COMPANY

Dear Madam:-

During the last three years I have been brooding gloomily - although you might not think so - over the unhappy lot of the solitary traveller who does not want to use a whole motor-car by himself. Hence the idea of the individual reservation.

It seems to me - and I think you will agree - that there is a real desire for this very high grade 18-day tour. It is one thing to book a seat in a lumbering charabanc for a day's excursion to Windsor and Stoke Poges; but it is quite a different and superior proposition to form one of a nicely blended party of five select people and motor comfortably through England and Wales in a perfectly appointed seven-passenger touring car.

But even if the scheme outlined in the accompanying leaflet is not exactly what you need, that is a solid reason in itself why you should describe the ideal British itinerary which just precisely matches your fancy and your timetable. Then you will probably be able to share a car with some other nice people who want just the same thing as you do yourself.

It is not necessary that your scheme should involve an extended tour. There is also the weekly programme of two-day journeys to such historic landmarks as the New Forest, Stratford-on-Avon and Canterbury Cathedral.

The uniform rate of eight cents a mile for these individual reservations is well within the range of everyone who will visit England this summer. All applications must be treated in strict order of rotation. Book now and leave the rest to us. We have acquired your own habit of "making good."

Very faithfully,

MUTUAL LIFE INSURANCE CO.



FINLEY & FURNER
GENERAL AGENTS

INSURANCE



319, 320, 321 WHITE BUILDING : : : : : SEATTLE, WASHINGTON

SET IN MEMBERS OF THE CHELTENHAM FAMILY
VERSATILE ORNAMENTS LITHOTONE BRASS RULE
AMERICAN TYPE FOUNDERS COMPANY

Good morning:-

Did you ever hear of Human Shock Absorbers?

You know how pleasant good shock absorbers make the rough road when you are out auto-riding, and, in just the same way, there are Human Shock Absorbers that make more comfortable your old age--that positively prevent your family from knowing any bump-the-bumps when you are gone.

Most people think they carry enough Life Insurance--you do for one, don't you? Well, let us see: Take the sum you are now carrying, how much would it bring annually if invested safely at six per cent? I use the word "safely" because I think of the shrewd saying of old Gorgan Graham that any dollar that promises more than that is "either a mighty good dollar or a mighty foolish one." Can your family live on that income--live as they do now? Would you want them less comfortable? Answer this question in your heart--and in your head.

Suppose it were \$5,000--could you feel that it would be safely invested without your advice? you know that 90% of the victims of stock swindlers are widows. Again how long would your present insurance last, if your family were to live in the same style that they do now? Two years or three? These questions inspire your interest?

But--suppose that you are thirty years of age and pay me a small sum daily--just a few dimes which you can spare so very easily--suppose you were to do that? Let me show you what I can do in turn.

(a) Guarantee your widow \$1000 and then \$50 or more every month to her or her heirs for twenty years certain--(and that's long enough to educate and establish the future of any children)--and as much longer as she may live beyond that twenty year period.

(b) Guarantee this amount to you--for your old age. You don't have to die to win with this kind of a policy.

Now then, don't you agree that this is exactly the name it deserves--the Human Shock Absorber?

Are you enough interested to give fifteen minutes of your time to an examination of this policy? Just mail me the card enclosed after you have signed it.

Earnestly yours,

Frankly, wouldn't it be a fine Christmas present to your family?

Finley & Furner, General Agents

THE PENN MUTUAL LIFE INSURANCE COMPANY

White Building

Seattle, Washington

Good morning:-

Gracious! But I made a mistake-----
In that letter to you the other day. And that may be just the reason why I never received your signed card all last week.

But, before I call up my error and correct it--I want to ask you a few earnest questions. You say "accidents may happen" and then insure yourself against a possible accident. You say you "may have a fire some day" and then provide against a fire that may never come. This, then, is my question: If you insure against the results of what is merely possible, why not take some steps to provide for the misfortune that is certain to happen?

You will remember that I told you how, for a few dimes --just daily cigar money--"I could insure and guarantee \$50.00 monthly to your beneficiary." Now wasn't that a foolish thing for me to try and make you believe?

What I should have said was that the Penn Mutual Life will guarantee that--it can--it does.

Just think--the Penn Mutual has over one hundred and forty million of assets to back up its guarantees--it is a company that never went back on a single promise in its sixty-six years of fair dealing--it is run by policy holders for policy holders--a company that believes so much in the State of Washington that it invests \$4.50 for every \$1.00 it collects here, bringing in Eastern money to build up the State.

The thing I want to do for you is to show you in fifteen minutes, how you can cut out the poison of worry--about educating the children and caring for the family under any and all circumstances--about your old age--to make you free to devote yourself to the present without fear of the future. I can do it in a few minutes if you sign the enclosed card. Will you let me?

Earnestly yours,

FINLEY & FURNER
General Agents

Cable Address : "Finfur"
Western Union Code

The Penn Mutual Life Insurance Company

of Philadelphia

SET IN BEWICK ROMAN GAST SQUARES
MONOTONE BORDER ACQUAT
AMERICAN TYPE FOUNDERS COMPANY

Seattle, Washington

Dear Sir:-

The genial mail man who delivers to my office always has a smile but each day, when I ask if he brought that card from you he shakes his head--and I frown. May it not be that you have lost the other?

Anyway I enclose another.

When Burr Brothers--the famous get-rich-quick artists--were raided, it was found that 90% of their victims were widows, and you want to prevent anything like that in your family, don't you? Beside you want things fixed so that administrative charges probate and lawyer's fees do not eat up the estate with their ruinous red tape. I have in mind a friend whose will was crystal clear and incontestable--yet his widow hasn't had her money even though he died years ago--because the executors haven't been able to disentangle the estate from its maze of liens and debts. Some day it will pay out many thousands of dollars--but when?

And-----

Frankly, wouldn't it frazzle your wits to have someone dump thousands of dollars into your lap at once--and know that was all you were ever to get--that it had to do your family for all future time? Wouldn't it be some job to invest that so that it would bring in the largest safe income?

And would you expect your widow to successfully cope with that kind of a situation? Especially when you can fix it right now and at a less annual cost than the lump cost would require?

Suppose you talk "The New Financial Service" over with the family--they are most interested. Study how administrative charges are done away with--how there are no taxes--no red tape--no risk of dishonesty--no possible troubles or attachments for debts. It will open your eyes to things that will concern your peace of mind and your family's future.

Your time is worth money--so is mine--too valuable for either of us to waste in long drawn out interviews that mean nothing. Fifteen minutes is all that is needed to demonstrate what this new policy will do for you in this life and your heirs later.

I'll pit my fifteen minutes against yours, and I know that you will thank me for the time spent. Will you sign the card now?

Yours earnestly,

FINLEY & FURNER

GENERAL AGENTS

319, 320, 321 WHITE BUILDING

SEATTLE, WASHINGTON

Dated []

dear friend/. The boss says I nevur sent you no
retern card cause if you had a got one you would of sent
it back. now I sure been sendin them to you rite
along cause i got it marked by your name on the
list and i wish youd send one back so he dont get
sore at me/. He says if bizness men knew how how good
these Pursenel Letters be they would crowd the office
tomorrow mornin orderin them. Im sendin anuther card
and Im puttin a stamp on it so you can easy ast
about them/the boss wants youeroone to know about
them Letters of his and they sure are peeches for
everbudy likes them but he says he dont want to send a
salesman till he gets the card back and then he aint gone
to bother you like sum do.

yours trule

Jame s

the offis boy



FINLEY & FURNER



SEATTLE, WASHINGTON

SET IN CLEARFACE BOLD FLORAL DECORATOR
AMERICAN TYPE FOUNDERS COMPANY

Good morning:-

Yes--here I am again, since three never was my limit
--nor is my desire to serve you limited.

For the last half hour I have been studying over the
letters I mailed you recently and have been trying to ac-
count for my apparent failure to interest you. Won't you
tell me frankly why you did not return the card?

Let me ask you another frank question.

Are you thinking that I am just "another of those life
insurance bores?" If that is the reason I want to know,
because I want to show you that I am not that kind of a
life insurance man. I am too busy in the first place.

Maybe you think I won't be able to interest you--
you don't know until you let me try. Perhaps you think you
are unable to carry any more insurance--you don't know
how easy I can make it for you. Perhaps you think you can
beat life insurance in other ways--well, you have known of
chaps who tried it--and--what happened?

Now, it won't cost you but fifteen minutes of your
time to find out about that life rate endowment policy of
ours--the one everybody calls the Human Shock Absorber.

I have seen the statement, and believe it, that women
and widows with incomes live 18% longer than those without,
and 95% of men at 60 are dependent. That condition is
exactly what this policy was designed to correct.

Fifteen minutes involves no obligation--there will
be no importunity--just a crisp statement of facts--a
marshalling of figures that will appeal to you.

Will you send this card back on that basis?

Earnestly yours,

P. S. Will your widow live as well as your wife does?

Boston Dental Laboratory Company

F. F. Eddy, President
L. S. Bennett, Superintendent
H. Fairbank, Manager

Fine Mechanical Work of Every Description for the Profession
HERALD BUILDING, BOSTON, MASS.

IN BEWICK ROMAN
FURY BORDER MONOTONE BORDER
LE PRINTING CO., BOSTON, MASS.

Dear Doctor:

I think you know that we try to give you not only work of the very highest quality, but also good service.

Sometimes we have been unable to make deliveries exactly at the time specified by our customers, and I am writing to you and to a few of our other most valued patrons to-day to explain why--and to ask your co-operation in improving conditions.

As you know, none of our work is "carried in stock." Everything must be started from the beginning and carried through after an order reaches us.

If we rush the work, then quality deteriorates to the level of the commonplace. Fine work cannot be done hurriedly. Haste means carelessness or mistakes.

Now it often happens that a dozen or twenty dentists send in, the same morning, rush work needed immediately.

Sometimes this work finds us already working to our full capacity on orders received the previous day.

We cannot increase our working force to handle this temporary accumulation. It has taken us years to find the expert workmen we employ. Others as skilful are not waiting around the corner. Nor can we safely tell our men to "push things through"--for that would mean the production of work below our established standard.

Result: Quality is maintained at the cost of disappointing some of our customers on delivery.

The remedy:

You can help us, and at the same time help yourself, by allowing us all the time you can. If you'd like certain work a certain day, but will not be greatly inconvenienced if it comes 24 or 48 hours later, tell us so--and we will make the earlier delivery if possible.

I want to thank you, personally, for the consideration which I feel confident you will give to this suggestion.

Yours truly,

BOSTON DENTAL LABORATORY COMPANY, Inc.

FINE MECHANICAL WORK OF EVERY
DESCRIPTION FOR THE PROFESSION

HERALD BUILDING, BOSTON, MASS.

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Dear Doctor:--

We wrote you about two months ago regarding deliveries, and I am wondering if you have noted the improvement in service given you since then.

We can do better still--and will, as soon as more of our customers stop to think about the impossibility of turning out the highest quality of work hurriedly. Then they will give us just as much time as they can in every case--and all of us will be happier.

We could "shove through" our work in half the time that is now given to it. But then it would be just commonplace, hap-hazard, maybe-it-fits-and-maybe-not work. And that's the sort of work you do not expect or want from us.

Thanking you for your attention to this request for "all the time possible," and for the liberal patronage you have given us, we are

Yours very truly,

FINE MECHANICAL WORK OF EVERY DESCRIPTION FOR THE PROFESSION ONLY

FINE MECHANICAL WORK

HAND-CARVED TEETH

Boston Dental Laboratory Company

HERALD BUILDING, 171-A TREMONT STREET, BOSTON.

SET IN CHELTENHAM BOLD STRATHMORE ORNAMENTS
POOLE PRINTING COMPANY

Dear Doctor:-

While the ethics of the profession frown on advertising of the purely commercial type, there is a form of advertising that is at once absolutely ethical and tremendously productive.

Even in purely commercial lines it is regarded as the most truly profitable advertising in existence.

I refer, of course, to the advertising done by "satisfied customers"--by word of mouth.

Your patients speak well of you. Much business comes to you because of their recommendations. Your professional skill and your personality, however, are solely responsible for this,--not the mechanical work.

Add one more factor, work of the greatest beauty and accuracy, such as we invariably produce, and fully fifty per cent will be contributed toward the increased satisfaction of those who come to you.

Does it really pay to use work of the quality we produce? Hundreds of dentists we have served for upward of twenty-six years (the most successful dentists in New England) say "Yes."

Why not join them?

Yours very truly,

FFE/D

President

The Boston Dental Laboratory Company

Herald Building, Boston, Massachusetts



FINE MECHANICAL WORK OF EVERY DESCRIPTION
FOR THE PROFESSION ONLY

SET BY THE
POOLE PRINTING COMPANY
BOSTON, MASS.

Dear Doctor:-

A few years ago I counselled a young dentist to open his office in a certain town where three old-established dentists were thriving.

I said to him, "Give your patients only work of the very highest quality. The other dentists are not doing that. You will soon build a reputation that will swing the bulk of the business your way."

He did.

In all his crown, bridge and plate work there was a degree of accuracy and precision that won for him the praise of patients, and impelled them to enthusiastically endorse "The new dentist" to their friends.

He was often tempted (as perhaps you are) to use ordinary work, because ordinary work costs less. But he resolutely held to his determination to acquire that reputation for the very highest quality.

Today he is making much more money than either of his old-established competitors. And has laid a firm foundation that will steadily and surely increase his practice and his profits.

The Boston Dental Laboratory does the highest quality work executed in New England. The kind of work you need to increase your profits.

Yours truly,

FFE/B

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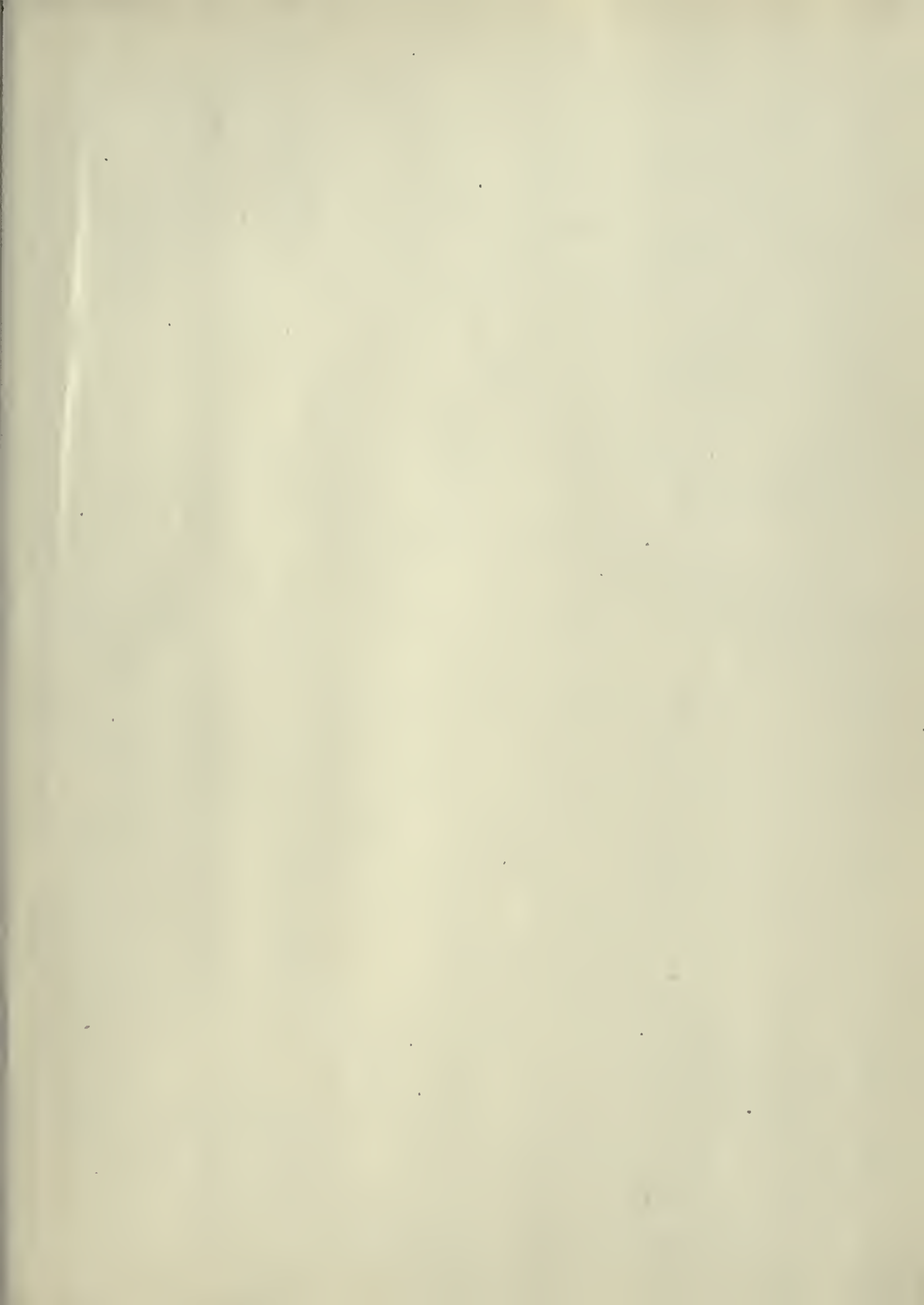
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